

# 15-2411-cv

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## UNITED STATES COURT OF APPEALS FOR THE SECOND CIRCUIT

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CHURCH & DWIGHT CO., INC., a Delaware corporation,  
*Plaintiff-Appellee,*  
v.

SPD SWISS PRECISION DIAGNOSTICS GmbH, a Swiss Corporation,  
*Defendant-Appellant.*

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On Appeal from the United States District Court  
for the Southern District of New York, No. 14-cv-585  
Before the Honorable Alison J. Nathan

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### JOINT APPENDIX VOLUME 24 OF 40 (JA5925 - JA6176)

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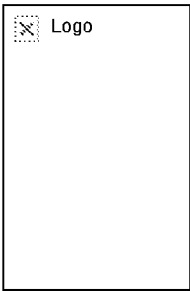
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001602336A Contact Details

Primarycontact received by Social Mediaon 05/12/13 Closed on Call processed 09/01/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:	NA00549636
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

General		
Report Period:	201312	Source:
Severity		Priority: 0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:
Subject:	Conflicts with dr dates, test or dates	Occurred:
		Conclusion: Track issue
		Investigation Concl.: NOTOBV
Location:	USA	Misc Item:
Foil Lot:	NOLOT	Misc Date:
Box Expiry:		Escalation Level: 1
Kit Lot:	NONE	FOC: 1
		Product Return:
Evidence:		Occurrences:
Store		
Verbatim:	SFDC Trend Code: 3168 Customer commented on Facebook on 11/201/2013 (reference FB239). She stated the following: 'Im a bit confused i got a positive digital test on the 3 days before my period on the 26th October saying pregnant 1-2 weeks and so i thought	

Short Notes

General Notes

i was 7+4 today but i had a scan and shes dated me back to 5+4 and she couldnt see anyting in the sack  
as she said it was too early so is re-scanning in a week, i knew what dates i had sex last month and it was  
only the 14th and 16th, i did another test today and it said pregnant 2-3 weeks now how would i of got a  
positive so early? whats going on?'She was referred to the helpline for further assistance.

CONFIDENTIAL

SPD-NY 0083873

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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Response: Closed on Call    Batch: 1    Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter    Custom?    N    Date:

Audit Log

06/12/13 2:34:36 AM - insert histdet  
KEY VALUE: 001602336A  
NEW Received: 12/05/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 0  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: UNKNOWN  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

09/01/14 11:30:35 AM - update histdet  
KEY VALUE: 001602336A  
NEW Investigation: NOTOBV  
NEW Esc Level: 1 (OLD: 0)  
NEW Response Type: NR (OLD: P)  
NEW Subject: CONFLCI (OLD: UNKNOWN)  
NEW Conclusion: TRACK (OLD: PRECONCL)

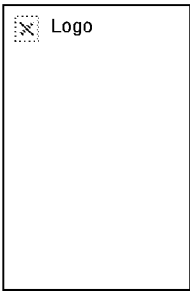
Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

06/12/13 11:30:35 EDT	Redacted - Personally Identifying Information
09/01/14	
09/01/14	
In    out	



001602561A Contact Details

Primary contact received by Telephone on 09/12/13 Closed on Call processed 10/12/13 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001602561  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General  
Report Period: 201312 Source:  
Severity Priority: 0

Primary Issue  
Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: NOLOT  
Box Expiry: Misc Item:  
Kit Lot: Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: IVF more than 2 weeks ago, yesterday EMU pos1-2, few hours later pos 2-3. AD:  
suit, vpg, acc CI. see dr

Short Notes

Response: Closed on Call Batch: 90184 Letterhead: 1  
Enclosures: Forms: Checks:  
Instruction .00  
Label  
Envelope .00

CONFIDENTIAL

SPD-NY 0083875

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 10/12/13

Attachments

File Name	Size	Description
001602561A.wav	307k	

Times

User	Description	State Date/Time	Elapsed Time
HXC	Time In Contact	09/12/13	00:04:2

Audit Log

09/12/13 3:19:42 AM - insert histdet -  
KEY VALUE: 001602561A  
NEW Received: 09/12/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

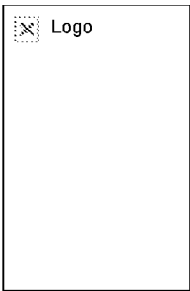
Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	10/12/13 08:36:30 EDT by d -
Polled	09/12/13 08:15:10 EDT. Personal
Added	09/12/13 08:15:10 EDT byly
Batched	10/12/13 07:31:04 EDT Identifyin
Posted	13/12/13 20:00:05 EDT
Elapsed Time	In 00:00:00 out 23:15:54
Total Time in Contact	00:00:0



001602660A Contact Details

Primary contact received by Telephone on 09/12/13 Closed on Call processed 10/12/13 Follow Up Required? N Status:

Primary Customer

Account No: 001602660  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201312  
Severity

Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Occurred:

Subject: Conflicts with dr dates, test or  
dates

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: MEN583/1SA  
Box Expiry:  
Kit Lot:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: had IVF, pos 2-3, 1 week later still 2-3 dr says pg 5 wks AD: suit acc, vpg, acc CI

Short Notes

Response: Closed on Call Batch: 90184 Letterhead: 1

Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 10/12/13

Attachments

File Name	Size	Description
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CONFIDENTIAL

SPD-NY 0083877

Church & Dwight v. SPD  
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001602660A.wav

351k

Times

User	Description	State Date/Time	Elapsed Time
HXC	Time In Contact	09/12/13	00:04:3

Audit Log

09/12/13 6:59:51 AM - insert histdet

KEY VALUE: 001602660A

NEW Received: 09/12/13 (OLD: ?)

NEW Foil: MEN583/1SA

NEW Esc Level: 1

NEW Report Period: 201312

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: NR

NEW Subject: CONFLCI

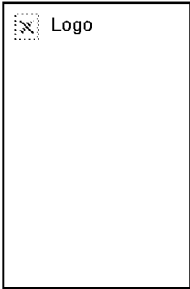
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	10/12/13 08:35:27 EDT by Redacted
Polled	09/12/13 11:55:10 EDT. Personally
Added	09/12/13 11:55:10 EDT by Identifying
Batched	10/12/13 07:31:04 EDT
Posted	13/12/13 20:00:05 EDT
Elapsed Time	In 00:00:00 out 19:35:54
Total Time in Contact	00:00:0



001603057A Contact Details

Primarycontact received by Social Mediaon 05/12/13 Closed on Call processed 09/01/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00549709  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

CONFIDENTIAL

SPD-NY 0083878

Report Period: 201312 Source:  
Severity Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Pkg Code:  
Test with weeks Occurred:  
Subject: Conflicts with dr dates, test or Conclusion: User issue  
dates  
Investigation Concl.: OTHER  
Location: USA  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: NONE Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 11/19/2013, no reference number given. She stated the following: 'I used one of these test it said im 1\_2 weeks im 7 weeks'Customer to call the helpline for further assistance.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

10/12/13 11:35:11 AM - insert histdet  
KEY VALUE: 001603057A  
NEW Received: 12/05/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0083879

Church & Dwight v. SPD  
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NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL  
NEW User Id: NAA

09/01/14 11:30:35 AM - update histdet  
KEY VALUE: 001603057A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

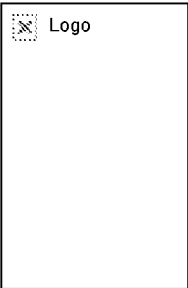
Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

10/12/13 11:30:35 EDT  
09/01/14  
09/01/14  
In out

Redacted - Personally Identifying Information



001603072A Contact Details

Primarycontact received by Social Mediaon 05/12/13 Closed on Call processed 09/01/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00549750  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201312  
Severity

Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject:

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

CONFIDENTIAL

SPD-NY 0083880



Conflicts with dr dates, test or dates

Investigation Concl.: OTHER

Location: USA

Foil Lot: NOLOT

Box Expiry:

Kit Lot: NONE

Misc Item:

Misc Date:

Escalation Level: 1

FOC: 1

Product Return:

Occurrences:

Evidence:

Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 11/18/2013, no reference number given. She stated the following: 'Too bad it doesn't work I took one and it said 2 weeks went to the doctor and I was almost 5' Technical information given.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:

Instruction .00

Label .00

Envelope

Letter

Check

Chk Req

Coupon

Checks:

Total Value: 0.00

Letter Custom? N Date:

Audit Log

10/12/13 11:35:12 AM - insert histdet -  
KEY VALUE: 001603072A  
NEW Received: 12/05/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

09/01/14 11:30:36 AM - update histdet  
KEY VALUE: 001603072A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)

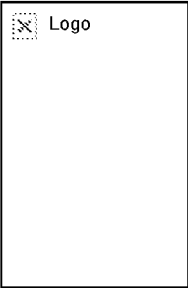
Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083881

Redacted - Personally Identifying Information

Owner/Dates/Times		Redacted - Personally Identifying Information	
Current Owner		Redacted	
Last Changed		Redacted	
Polled		Redacted	
Added	10/12/13 11:30:36 EDT	Redacted	Redacted
Batched	09/01/14	Redacted	Redacted
Posted	09/01/14	Redacted	Redacted
Elapsed Time	In out	Redacted	
Total Time in Contact		Redacted	



001603489A Contact Details

Primary contact received by Telephone on 11/12/13 Closed on Call processed 12/12/13 Follow Up Required? N Status: Primary Customer

Account No:	001603489
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General			
Report Period:	201312	Source:	
Severity		Priority:	0

Primary Issue			
Product:	Clearblue Digital PT-Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	Track issue
		Investigation Concl.:	
Location:	UNITED KINGDOM	Misc Item:	
Foil Lot:	CEN575/3SA	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:		FOC:	N
		Product Return:	

Evidence: Occurrences:  
Store  
Verbatim: had a MISCA in OCTOBER less than 9 weeks ago, says dr confirmed over 6 weeks pg, had 2 pos 1 wk apart both 2-3 AD: expl not suit but if more than 66 wks pg, can affect CI, rely on what dr says, stop testing

Short Notes

Response: Closed on Call Batch: 90265 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 12/12/13

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001603489A.wav	445k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
HXC	Time In Contact	11/12/13	00:05:4

Audit Log

11/12/13 7:09:20 AM - insert histdet - Redacted - Personally Identifying Information  
KEY VALUE: 001603489A  
NEW Received: 11/12/13 (OLD: ?)  
NEW Foil: CEN575/3SA  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

<u>Owner/Dates/Times</u>	Redacted - Personally Identifying Information
Current Owner	Redacted - Personally Identifying Information
Last Changed	13/12/13 07:52:36 EDT by
Polled	11/12/13 12:03:31 EDT. Identifying Information
Added	11/12/13 12:03:31 EDT by
Batched	12/12/13 07:31:01 EDT
Posted	13/12/13 20:00:05 EDT

CONFIDENTIAL

SPD-NY 0083883



Primary Customer

Source: \_\_\_\_\_  
Priority: 0

**JA5936**

Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 12/12/13

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001603505A.wav	262k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted - d -	Time In Contact	11/12/13	00:02:5

Audit Log

11/12/13 8:08:31 AM - insert histdet -  
KEY VALUE: 001603505A  
NEW Received: 11/12/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

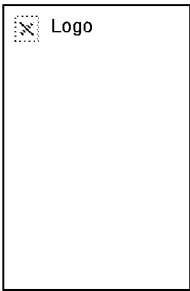
Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information	Redacted
Last Changed	13/12/13 07:51:35 EDT by	Personally Identifying Information
Polled	11/12/13 13:05:32 EDT.	
Added	11/12/13 13:05:32 EDT by	
Batched	12/12/13 07:31:01 EDT	
Posted	13/12/13 20:00:05 EDT	
Elapsed Time	In 00:00:00 out 18:25:29	
Total Time in Contact	00:00:0	

CONFIDENTIAL

SPD-NY 0083885



001604063A Contact Details

Primarycontact received by Telephoneon 13/12/13 Closed on Call processed 16/12/13 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001604063
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General		
Report Period:	201312	Source:
Severity		Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:		Pkg Code:
		Occurred:
Subject:	Conflicts with dr dates, test or dates	Conclusion: Track issue
		Investigation Concl.:
Location:	UNITED KINGDOM	Misc Item:
Foil Lot:	CEN577/2SB	Misc Date:
Box Expiry:		Escalation Level:
Kit Lot:		FOC: 1
		Product Return: N
Evidence:		Occurrences:
Store		
Verbatim:	not emu, pos result 2-3, doctor said 4-5. Ad: Checked validiy, VPPT, doctor will start from first day of your last period, ACC 92% WITH	

Redacted -  
Personally  
Identifying

Short Notes

Response: Closed on Call Batch: 90348 Letterhead: 1  
Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00

CONFIDENTIAL

SPD-NY 0083886

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 16/12/13

Attachments

File Name	Size	Description
001604063A.wav	320k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted -	Time In Contact	13/12/13	00:04:3

Audit Log

13/12/13 8:01:55 AM - insert histdet -  
KEY VALUE: 001604063A  
NEW Received: 13/12/13 (OLD: ?)  
NEW Foil: CEN577/2SB  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
Last Changed	17/12/13 12:51:04 EDT by	Redacted - Personally Identifying Information
Polled	13/12/13 12:57:15 EDT	Redacted - Personally Identifying Information
Added	13/12/13 12:57:15 EDT by	Redacted - Personally Identifying Information
Batched	16/12/13 07:30:57 EDT	Redacted - Personally Identifying Information
Posted	20/12/13 20:00:05 EDT	Redacted - Personally Identifying Information
Elapsed Time	In 00:00:00 out 18:33:42	
Total Time in Contact	00:00:0	

Logo

CONFIDENTIAL

SPD-NY 0083887

## 001604106A Contact Details

Primary contact received by Web Form on 14/12/13 **Online Enquiry Completed** processed 14/12/13  
Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: 001379857  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201312  
Severity

Source: Medical Prof.  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM

Foil Lot: NOLOT

Box Expiry:

Kit Lot:

Misc Item:

Misc Date:

Escalation Level:

FOC: 1

Product Return: N

Occurrences:

Evidence:

Store

Verbatim: PG1-2 blood same day 214 Ad 92%

### Short Notes

### General Notes

[14/12/2013 13:05:01 Email Import] Thank you for your response to my first question.. I took a test yesterday morning and it read 1-2 weeks, which panicked me as I was dpo16 so I went to my doctors and had a blood test which confirmed my hcg level was 214? Any reason why this would happen? Thanks

Response: Online Enquiry Completed Batch: 90324 Letterhead: 13

### Enclosures:

### Forms:

### Checks:

Instruction

.00

Label

.00

Envelope

Letter 1

Check

Chk Req

Coupon

Total Value:

0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 14/12/13

CONFIDENTIAL

SPD-NY 0083888

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1216 of 1452

JA5940



Dear Mrs [Redacted - Personally Identifying Information]

Thank you for your Clearblue online enquiry: 001604106A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

The Conception Indicator is 92 % accurate when using the first urine of the day and this is an estimate of when you conceived.

This test cannot tell you your exact hCG levels and cannot be used to track your pregnancy. The test makes an estimate based on hCG levels in urine, rather than hCG levels in blood.

Only your doctor can monitor your pregnancy progression. As you have a pregnant result, please refer to your doctor if you have any concerns.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

[Redacted - Personally Identifying Information]

All calls are recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001604106A

Clearblue Team

W\_CBP\_UK/cl  
001604106A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

Times

User	Description	State Date/Time	Elapsed Time
SAH	Time In Contact	14/12/13	00:05:3

Audit Log

14/12/13 9:05:01 AM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001604106A  
NEW Received: 12/14/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)

CONFIDENTIAL

SPD-NY 0083889

NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN  
NEW User Id: W\_CBP\_UK

14/12/13 12:04:48 PM - update histdet  
KEY VALUE: 001604106A  
NEW User Id: SAH (OLD: W\_CBP\_UK)

Redacted - Personally Identifying Information

14/12/13 12:10:25 PM - update histdet  
KEY VALUE: 001604106A  
NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

14/12/13 12:10:25 PM - update histresp -

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

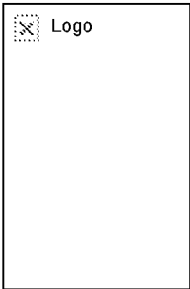
Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

14/12/13 17:10:25 EDT by  
14/12/13 13:05:01 EDT.  
14/12/13 13:05:01 by  
14/12/13 17:10:56 EDT  
20/12/13 20:00:05 EDT  
In 04:00:00 out 23:05:55  
00:00:0

Redacted - Personally Identifying Information



001604465A Contact Details

Primarycontact received by Telephoneon 16/12/13 Closed on Call processed 17/12/13 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001604465  
Lang Type: EN-GB  
Cust Type: Partner  
Region:

CONFIDENTIAL

SPD-NY 0083890

**General**

Report Period: 201312 Source:  
Severity Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: NOLOT  
Box Expiry: Misc Item:  
Kit Lot: Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: my parter did T was 3+ not with EMU, same as few days ago. AD: accu 92% with EMU, do not track pregnancy with PT, talk with doctor, it depends on concentration of HCG.

**Short Notes**

Response: Closed on Call Batch: 90398 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 17/12/13

**Attachments**

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001604465A.wav	324k	

**Times**

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
CXE	Time In Contact	16/12/13	00:04:2

**Audit Log**

16/12/13 7:31:33 AM - insert histdet  
KEY VALUE: 001604465A

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0083891

Church & Dwight v. SPD  
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JA5943

NEW Received: 16/12/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally  
Identifying Information

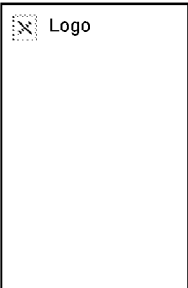
Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

17/12/13 13:09:41 EDT by  
16/12/13 12:27:04 EDT.  
16/12/13 12:27:04 EDT by  
17/12/13 07:30:55 EDT  
20/12/13 20:00:05 EDT  
In 00:00:00 out 19:03:51  
00:00:0

Redacted - Personally  
Identifying Information

Redacted -  
Personally  
Identifying  
Information



001604824A Contact Details

Primarycontact received by Web Formon 17/12/13 *Online Enquiry Completed* processed 18/12/13  
Follow Up Required? *N* Status:*Complaint Complete*  
Primary Customer

Account No: 001604824  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201312  
Severity  
Source: Shop  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC:  
Product Age (m): 1  
Pkg Code:  
Occurred:

CONFIDENTIAL

SPD-NY 0083892

Subject: Conflicts with dr dates, test or dates Conclusion: Track issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: 3 weeks ago and it said I was 2-3 weeks and I did another test 3 weeks after the first one and it says I'm still 2-3 weeks, have I miscarried?

Short Notes

General Notes

[17/12/2013 21:35:01 Email Import] I used this test about 3 weeks ago and it said I was 2-3 weeks and I did another test 3 weeks after the first one and it says I'm still 2-3 weeks, have I miscarried?

Response: Online Enquiry Completed Batch: 90429 Letterhead: 13

Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 18/12/13

Redacted - Personally  
Identifying Information

Thank you for your Clearblue online enquiry: 001604824A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

The conception indicator part of the test is 92% accurate only when testing with the first urine of the day. If you have tested with a urine sample from later in the day then you should disregard the conception indicator part of the result.

You can still rely on the 'pregnant'/'not pregnant' result - this remains more than 99% accurate from the day your period is due, regardless of the time of day the urine sample was obtained.

If you have any concerns about your pregnancy, we recommend that you speak to your doctor or midwife.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

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SPD-NY 0083893

Redacted - Personally Identifying Information

All calls are recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001604824A

Clearblue Team

W\_CBP\_UK/cl  
001604824A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

Times			
User	Description	State Date/Time	Elapsed Time
SAH	Time In Contact	18/12/13	00:11:3

Audit Log  
17/12/13 5:35:01 PM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001604824A  
NEW Received: 12/17/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN  
NEW User Id: W\_CBP\_UK

18/12/13 4:25:16 AM - update histdet  
KEY VALUE: 001604824A  
Redacted - (OLD: W\_CBP\_UK)

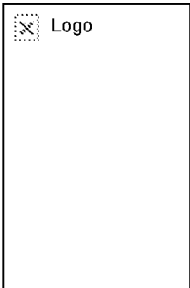
18/12/13 4:36:50 AM - update histdet  
KEY VALUE: 001604824A  
NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

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SPD-NY 0083894

Owner/Dates/Times	Redacted - Personally Identifying
Current Owner	Information
Last Changed	
Polled	17/12/13 21:35:01 EDT.
Added	17/12/13 21:35:01 by
Batched	18/12/13 09:37:02 EDT
Posted	20/12/13 20:00:05 EDT
Elapsed Time	In 04:00:00 out 07:02:01
Total Time in Contact	00:00:1



# 001605976A Contact Details

Primarycontact received by Web Formon 23/12/13 *Online Enquiry Completed* processed 24/12/13  
Follow Up Required? *N* Status:*Complaint Complete*  
Primary Customer

Account No:	001605976
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General			
Report Period:	201312	Source:	Mag - Advert
Severity		Priority:	0

Primary Issue			
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	1
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	Track issue
		Investigation Concl.:	
Location:	UNITED KINGDOM	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:			

CONFIDENTIAL

SPD-NY 0083895

tested 2 weeks ago - PG 2-3. Been unsure if has miscarried so repeated the test 2 weeks later and it still said 2-3 weeks. Hows this possible - could mean i have miscarried. ad SEE DR

Short Notes

General Notes

[23/12/2013 18:35:00 Email Import] hi i did a clear blue pregnancy test nearly 2 weeks ago the result was 2-3 ive been unsure if i have misscarried so repeated the test 2 weeks later and it still said 2-3 weeks how is this possible could mean i have miscarried

Response: Online Enquiry Completed Batch: 90562 Letterhead: 13

Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 24/12/13

Dear Redacted -

Thank you for your Clearblue online enquiry: 001605976A

We are sorry to learn of the circumstances that resulted in you having to contact us. Unfortunately it is impssible for us to determine what has happened.

If you tested with the first urine of the day on both occasions then it may be that your hormone levels are now too high for the test to give an accurate Conception Indicator result. Alternatively your pregnancy may have been lost and the pregnancy hormone is yet to be cleared from your body.

We would not suggest that you do any further tests but now seek medical advice.

We wish you all the best.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001605976A

Clearblue Team

W\_CBP\_UK/cl  
001605976A

CONFIDENTIAL

SPD-NY 0083896

Church & Dwight v. SPD  
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This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

<div>Time</div> <div>Redacted</div> <div>F</div> <div>-Personally</div>	<div>Description</div> <div>Time In Contact</div>	<div>State Date/Time</div> <div>24/12/13</div>	<div>Elapsed Time</div> <div>00:00:0</div>
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Audit Log  
23/12/13 2:35:01 PM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001605976A  
NEW Received: 12/23/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN  
NEW User Id: W\_CBP\_UK

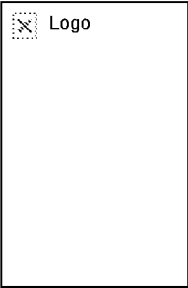
Redacted - Personally Identifying Information

24/12/13 3:10:57 AM - update histdet -  
KEY VALUE: 001605976A  
NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

<div>Owner/Dates/Times</div> <div>Current Owner</div> <div>Last Changed</div> <div>Polled</div> <div>Added</div> <div>Batched</div> <div>Posted</div> <div>Elapsed Time</div> <div>Total Time in Contact</div>	<div>Redacted - Personally Identifying Information</div> <div>23/12/13 18:35:00 EDT.</div> <div>23/12/13 18:35:00 by</div> <div>24/12/13 08:12:04 EDT</div> <div>30/12/13 13:33:46 EDT</div> <div>In 04:00:00 out 08:37:04</div> <div>00:00:2</div>
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CONFIDENTIAL

SPD-NY 0083897



001606087A Contact Details

Primary contact received by Telephone on 23/12/13 Closed on Call processed 09/01/14 Follow Up  
Required? N Status: Complaint Complete  
Primary Customer

Account No: NA00556314  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General  
Report Period: 201312  
Severity  
Source:  
Priority: 0

Primary Issue  
Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer did not use first urine of the day.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	

CONFIDENTIAL

SPD-NY 0083898

Church & Dwight v. SPD  
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Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date:

Audit Log

24/12/13 2:34:31 AM - insert histdet -  
KEY VALUE: 001606087A  
NEW Received: 12/23/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

09/01/14 11:31:02 AM - update histdet  
KEY VALUE: 001606087A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

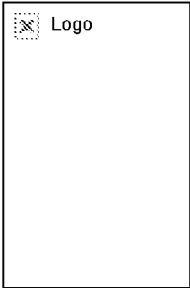
Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

24/12/13  
09/01/14  
09/01/14  
In out



001606112A Contact Details

Primarycontact received by Telephoneon 24/12/13 Closed on Call processed 25/12/13 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001606112  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201312 Source:  
Severity Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: User issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: NOLOT  
Box Expiry: Misc Item:  
Kit Lot: Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: CN got confused by how Dr counts weeks and CI shows weeks. CB09 shows 2-3 weeks but had sex 3 weeks ago. AD: adds up, all ok.

Short Notes

Response: Closed on Call Batch: 90583 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 25/12/13

CONFIDENTIAL

SPD-NY 0083900

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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Attachments

File Name	Size	Description
001606112A.wav	189k	

Times

User	Description	State Date/Time	Elapsed Time
PMM	Time In Contact	24/12/13	00:02:5

Audit Log

24/12/13 2:42:31 AM - insert histdet - Redacted - Personally Identifying Information

KEY VALUE: 001606112A

NEW Received: 24/12/13 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 1

NEW Report Period: 201312

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: NR

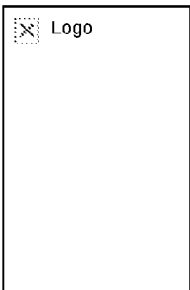
NEW Subject: CONFLCI

NEW Conclusion: USER

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	02/01/14 08:12:01 EDT by Redacted - Personally Identifying Information
Polled	24/12/13 07:39:29 EDT
Added	24/12/13 07:39:29 EDT by Redacted - Personally Identifying Information
Batched	25/12/13 07:34:34 EDT
Posted	30/12/13 13:33:46 EDT
Elapsed Time	In 00:00:00 out 23:55:05
Total Time in Contact	00:00:0



001607149A Contact Details

Primarycontact received by Telephoneon 31/12/13 Closed on Call processed 09/01/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00558111  
Lang Type: EN-ME  
Cust Type: Consumer  
Region:

CONFIDENTIAL

SPD-NY 0083901

**General**

Report Period: 201312  
Severity

Source:  
Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: Mexico  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Caller's cycle dates don't coincide with results of Pregnant  
3+. No further information available.

**Short Notes**

Response: Closed on Call Batch: 1 Letterhead: 1

**Enclosures:****Forms:****Checks:**

Instruction  
Label  
Envelope  
Letter  
Check  
Chk Req  
Coupon

.00  
.00

Total Value:  
0.00

Letter Custom? N Date:

**Audit Log**

01/01/14 2:34:29 AM - insert histdet -  
KEY VALUE: 001607149A  
NEW Received: 12/31/13 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201312  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083902

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA5954

NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL  
Redacted - Personally Identifying Information  
09/01/14 11:31:11 AM - update histdet  
KEY VALUE: 001607149A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

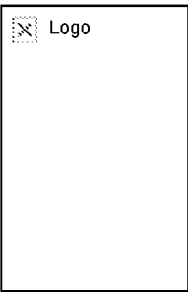
Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

01/01/14 11:31:11 EDT by  
09/01/14  
09/01/14  
In out

Redacted - Personally Identifying Information



001608648A Contact Details

Primarycontact received by Telephoneon 09/01/14 Closed on Call processed 10/01/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001608648  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201401  
Severity

Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC:

Product Age (m):  
Pkg Code:  
Occurred:

CONFIDENTIAL

SPD-NY 0083903

Subject:	Conflicts with dr dates, test or dates	Conclusion:	Track issue
Location:	UNITED KINGDOM	Investigation Concl.:	
Foil Lot:	MEN611/2SA	Misc Item:	
Box Expiry:	2016-05	Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	was on pill, took T onXmas D, got PG 2-3, 10 Ds later, today got PG 1-2, drank 3 cups of tea before T, SUIT. ad. expl urien sample may have been very diluite, also you could be at peak of hormonal level, ACC of CI, see DR		

Short Notes

Response: Closed on Call	Batch: 90966	Letterhead: 1	
Enclosures:	Forms:	Checks:	
	Instruction	.00	
	Label		
	Envelope	.00	
	Letter		
	Check		
	Chk Req	Total Value:	
	Coupon	0.00	

Letter Custom? N Date: 10/01/14

Attachments		
File Name	Size	Description
001608648A.wav	435k	

Times			
User	Description	State Date/Time	Elapsed Time
Redacted - Personally	Time In Contact	09/01/14	00:07:1

Audit Log	Redacted - Personally Identifying Information
09/01/14 6:09:58 AM - insert histdet	
KEY VALUE: 001608648A	
NEW Received: 09/01/14 (OLD: ?)	
NEW Foil: MEN611/2SA	
NEW Mfg Date: 01/05/16 (OLD: ?)	
NEW Esc Level: 1	
NEW Report Period: 201401	
NEW Product: CBDP09	
NEW Qty: 1 (OLD: 0)	
NEW Response Type: NR	
NEW Subject: CONFLCI	
NEW Conclusion: TRACK	



NEW User Id: 

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying Information

10/01/14 09:14:35 EDT by d -

09/01/14 11:02:39 EDT. 

Redacted - Personally Identifying Information

09/01/14 11:02:39 EDT by 

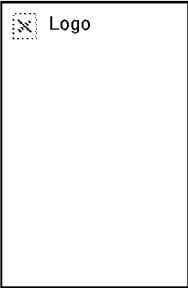
Redacted - Personally Identifying Information

10/01/14 07:31:09 EDT

10/01/14 20:00:07 EDT

In 00:00:00 out 20:28:30

00:00:0



001610062A Contact Details

Primarycontact received by Telephoneon 13/01/14 Closed on Call processed 17/01/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00562484

Lang Type: EN-US

Cust Type: Consumer

Region:

General

Report Period: 201401

Severity

Source:

Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato

Item/UPC: Clearblue Digital Pregnancy Test with weeks

Subject: Conflicts with dr dates, test or dates

Location: USA

Foil Lot: NOLOT

Box Expiry:

Kit Lot: NONE

Product Age (m):

Pkg Code:

Occurred:

Conclusion: Track issue

Investigation Concl.: NOTOBV

Misc Item:

Misc Date:

Escalation Level: 1

FOC: 1

Product Return:

CONFIDENTIAL

SPD-NY 0083905

Evidence:  
Store  
Verbatim:

Occurrences:  
  
SFDC Trend Code: 3168 Customer called on behalf of daughter and her daughter was upset because this week she got a 1-2 when she had been triggering 2-3 the week prior. First morning was not used and advised the test is not meant to monitor the progression

Short Notes

General Notes  
of pregnancy. No further information available.

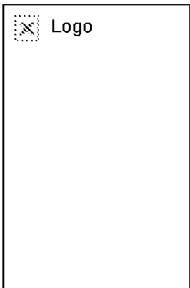
Response: Closed on Call	Batch: 1	Letterhead: 1
Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date:

Audit Log	Redacted - Personally Identifying Information
14/01/14 9:08:05 AM - insert histdet	
KEY VALUE: 001610062A	
NEW Received: 01/13/14 (OLD: ?)	
NEW Foil: NOLOT	
NEW Other: NONE	
NEW Kit: NONE	
NEW Esc Level: 1	
NEW Report Period: 201401	
NEW Product: CBDP09	
NEW Qty: 1 (OLD: 0)	
NEW Response Type: P	
NEW Subject: 2+CBCONF	
NEW Conclusion: PRECONCL	
Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
17/01/14 11:39:32 AM - update histdet -	
KEY VALUE: 001610062A	
NEW Investigation: NOTOBV	
NEW Response Type: NR (OLD: P)	
NEW Subject: CONFLCI (OLD: 2+CBCONF)	
NEW Conclusion: TRACK (OLD: PRECONCL)	

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information	
Last Changed		
Polled		
Added	Redacted - Personally Identifying Information	
Batched	17/01/14	
Posted	17/01/14	
Elapsed Time	In	out
Total Time in Contact		



001612094A Contact Details

Primarycontact received by Telephoneon 21/01/14 Closed on Call processed 22/01/14 Follow Up  
Required? N Status:  
Primary Customer

Redacted - Personally Identifying Information

Lang Type: NL-NL  
Cust Type: Consumer  
Region:

General

Report Period: 201401  
Severity Source: 0  
Priority:

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or dates Conclusion: Track issue  
Investigation Concl.:  
Location: HOLLAND  
Foil Lot: NOLOT Misc Item:  
Misc Date:  
Box Expiry: Escalation Level: 1  
Kit Lot: FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim:

CONFIDENTIAL

SPD-NY 0083907

1-2 weeks on t in non emu, pd+ 15 d, last week pg t npg, shouldn't be higher due to last p on 08/dec, AD: t not done in emu, 92% acc, could have been longer c due to npg last week as well

Short Notes

Response: Closed on Call Batch: 91351 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 22/01/14

Attachments

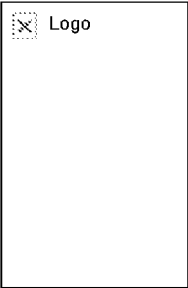
<u>File Name</u>	<u>Size</u>	<u>Description</u>
001612094A.wav	302k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted - Personally	Time In Contact	21/01/14	00:03:2
Audit Log		Redacted - Personally Identifying Information	
21/01/14 9:40:55 AM - insert histdet			
KEY VALUE: 001612094A			
NEW Received: 21/01/14 (OLD: ?)			
NEW Foil: NOLOT			
NEW Esc Level: 1			
NEW Report Period: 201401			
NEW Product: CBDP09			
NEW Qty: 1 (OLD: 0)			
NEW Response Type: NR			
NEW Subject: CONFLCI			
NEW Conclusion: TRACK			
Redacted - Personally Identifying Information		Redacted - Personally Identifying Information	
Owner/Dates/Times		Redacted - Personally Identifying Information	
Current Owner			
Last Changed		22/01/14 09:57:55 EDT by	Redacted - Personally Identifying Information
Polled		21/01/14 14:37:30 EDT.	
Added		21/01/14 14:37:30 EDT by	Redacted - Personally Identifying Information
Batched		22/01/14 07:30:55 EDT	
Posted		24/01/14 20:00:05 EDT	
Elapsed Time		In 00:00:00 out 16:53:25	
Total Time in Contact		00:00:0	

CONFIDENTIAL

SPD-NY 0083908



001612381A Contact Details

Primarycontact received by Telephoneon 22/01/14 Closed on Call processed 23/01/14 Follow Up  
Required? N Status:

Primary Customer

Account No: 001612381  
Lang Type: NL-NL  
Cust Type: Consumer  
Region:

General

Report Period: 201401  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato  
Item/UPC:  
Subject: Conflicts with dr dates, test or dates  
Location: HOLLAND  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot:  
Evidence:  
Store  
Verbatim: o seen 26-27, last week 2-3 in emu, this am in emu still 2-3, normal? AD: 92% acc, can be normal, chk with dr if concerned  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Short Notes

Response: Closed on Call Batch: 91407 Letterhead: 1

Enclosures: Forms: Checks:  
Instruction .00  
Label

CONFIDENTIAL

SPD-NY 0083909

Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 23/01/14

Attachments

File Name	Size	Description
001612381A.wav	421k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted - Personally	Time In Contact	22/01/14	00:06:3

Audit Log

22/01/14 4:42:01 AM - insert histdet  
KEY VALUE: 001612381A  
NEW Received: 22/01/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201401  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFIDENTIAL

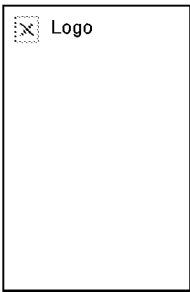
Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	23/01/14 07:42:33 EDT by
Polled	22/01/14 09:35:27 EDT.
Added	22/01/14 09:35:27 EDT by
Batched	23/01/14 07:31:11 EDT
Posted	24/01/14 20:00:05 EDT
Elapsed Time	In 00:00:00 out 21:55:44
Total Time in Contact	00:00:0

Redacted - Personally Identifying Information



CONFIDENTIAL

SPD-NY 0083910

001613115A Contact Details

Primary contact received by Telephone on 24/01/14 Closed on Call processed 27/01/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001613115  
Lang Type: EN-SE  
Cust Type: Consumer  
Region:

General

Report Period: 201401 Source:  
Severity Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue

Location: SWEDEN Investigation Concl.:  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: not box with me period late 5 days not Emu, pos 2-3. then 11 day later retested and again 2-3 not emu. Ad: talk with doctor, pos result, acc 92% WITH EMU.

Short Notes

Response: Closed on Call Batch: 91477 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 27/01/14

CONFIDENTIAL

SPD-NY 0083911

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1239 of 1452

Attachments

File Name	Size	Description
001613115A.wav	380k	

Times

User	Description	State Date/Time	Elapsed Time
CXE	Time In Contact	24/01/14	00:05:0

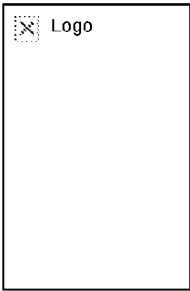
Audit Log

24/01/14 5:01:21 AM - insert histdet	Redacted - Personally Identifying Information
KEY VALUE: 001613115A	
NEW Received: 24/01/14 (OLD: ?)	
NEW Foil: NOLOT	
NEW Esc Level: 1	
NEW Report Period: 201401	
NEW Product: CBDP09	
NEW Qty: 1 (OLD: 0)	
NEW Response Type: NR	
NEW Subject: CONFLCI	
NEW Conclusion: TRACK	

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	27/01/14 09:52:06 EDT by Redacted - Personally Identifying Information
Polled	24/01/14 09:56:14 EDT
Added	24/01/14 09:56:14 EDT by Redacted - Personally Identifying Information
Batched	27/01/14 07:30:54 EDT
Posted	31/01/14 20:00:00 EDT
Elapsed Time	In 00:00:00 out 21:34:40
Total Time in Contact	00:00:0



001613488A Contact Details

Primarycontact received by Telephoneon 27/01/14 Closed on Call processed 28/01/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001613488  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

CONFIDENTIAL

SPD-NY 0083912



General

Report Period: 201401 Source:  
Severity: Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: MEN618/1SA Misc Item:  
Box Expiry: 2016-07 Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: NOT Emu, period due that days pos result 2-3 weeks, then 2 days after NOT EMU, POS 1-2 WEEKS. Ad: checked validity, VPG talk with doctor, conception indicator ACC 92% with EMUNODET

Short Notes

Response: Closed on Call Batch: 91540 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 28/01/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001613488A.wav	410k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted	Time In Contact	27/01/14	00:06:2

Audit Log

CONFIDENTIAL

SPD-NY 0083913

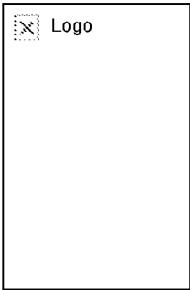
27/01/14 5:10:41 AM - insert histdet  
KEY VALUE: 001613488A  
NEW Received: 27/01/14 (OLD: ?)  
NEW Foil: MEN618/1SA  
NEW Mfg Date: 31/07/16 (OLD: ?)  
NEW Esc Level: 1  
NEW Report Period: 201401  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK  
NEW User Id: CXE

Redacted - Personally Identifying Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally  
Identifying Information  
28/01/14 09:29:14 EDT by  
27/01/14 10:04:14 EDT.  
27/01/14 10:04:14 EDT by  
28/01/14 07:31:19 EDT  
31/01/14 20:00:00 EDT  
In 00:00:00 out 21:27:05  
00:00:0

Redacted -  
Personally  
Identifying  
Information



001614536A Contact Details

Primarycontact received by Telephoneon 29/01/14 Closed on Call processed 04/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00569981  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General  
Report Period: 201401  
Severity

Source:  
Priority: 0

Primary Issue  
Product:

Product Age (m):

CONFIDENTIAL

SPD-NY 0083914

Item/UPC: Clearblue Digital PT-  
Conception Indicato  
Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer is concerned because she has been testing every  
week since she triggered her first positive result and it was at 1-2. The following week  
it was at 2-3 and this week it is still on 2-3. She estimates to be about 5 weeks and d

Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Short Notes

General Notes

id not understand why it was still saying 2-3. Training and technical information given regarding the test not  
being able to monitor the progression of pregnancy. She was referred back to her doctor.

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

30/01/14 2:34:48 AM - insert histdet -  
KEY VALUE: 001614536A  
NEW Received: 01/29/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201401  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083915

NEW Conclusion: PRECONCL

Redacted - Personally

Identifying Information

Redacted - Personally Identifying Information

04/02/14 2:34:52 AM - update histdet  
KEY VALUE: 001614536A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

30/01/14 07:34:52 EDT  
04/02/14  
04/02/14  
In out

Redacted - Personally  
Identifying Information

 Logo

# 001615196A Contact Details

Primarycontact received by Web Form on 01/02/14 Online Enquiry Completed processed 03/02/14  
Follow Up Required? N Status: Web customer advised to call  
Primary Customer

Account No: 001615196  
Lang Type: EN  
Cust Type: Consumer  
Region:

General

Report Period: 201402  
Severity  
Source: TV Advert  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC:  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: An investigation is required

CONFIDENTIAL

SPD-NY 0083916

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1244 of 1452

Location: OTHERS

Foil Lot: NOLOT

Box Expiry:

Kit Lot:

Evidence:

Store

Verbatim: lot already binned, should be over 6 weeks pg, not able to get dr app before mid feb, worried about misc so t to chk ci but only 2-3, what to do now, need to worry, AD: Call

Investigation Concl.:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Short Notes

General Notes

[01/02/2014 14:05:01 Email Import] Hallo,  
ich bin endlich schwanger und war auch schon in der Blutabnahme. Erster Tag der letzten Regel war der 21.12 Mein HCG war am 22.1.14 bei 450. Leider bekam ich meinen Arzttermin erst f  r den 13.2. Da ich schon Fehlgeburten hatte wollte ich mit dem Clearblue Test herausfinden ob noch alles in Ordnung ist, und sich alles gut entwickelt. Den Test hab ich gestern gemacht. Normalerweise war gestern die 6.Ssw fast zu Ende, doch der Test (2-3wochen) meinte ich w  re in der 4-5ssw. Jetzt hab ich Panik und hab Angst da   ich es wieder verloren habe. Mein Arzt ist in Urlaub bis zum 10.2 und ich werde hier verr  ckt. Ich kann aber auch nicht daf  r ins Krankenhaus fahren, ist ja kein mediz. Notfall. Deshalb wollte ich wissen wie genau die Bestimmung der Ssw ist. Ich hatte auch keine Blutung oder Ausfluss; jedoch eine Erk  ltung (keine Medis genommen)

Redacted - Personally Identifying Information

Redacted

Response: Online Enquiry Completed Batch: 91744 Letterhead: 14

Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 03/02/14

Sehr geehrte Frau 

Redacted - Personally Identifying

Wir danken Ihnen f  r Ihre Online-Anfrage bez  glich Clearblue.

Bitte rufen Sie unseren Beratungsservice an, damit wir das Ergebnis Ihres Schwangerschaftstests genauer besprechen k  nnen.  
Der Clearblue Beratungsservice ist f  r Ihre Fragen und einem vertraulichen Gespr  ch zwischen 8.00 Uhr bis 16.00 Uhr Mo-Fr erreichbar, au  er an Feiertagen.

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083917

Anrufe sind kostenlos und werden für Trainingszwecke und zur Qualitätskontrolle aufgezeichnet.<

Sollten Sie uns erneut kontaktieren geben Sie bitte die Referenznummer Ihrer Anfrage an:  
001615196A

Mit freundlichen Grüßen

Clearblue Beratungsservice

W\_CBP\_GER/cl  
001615196A

Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen. Diese Antwort stellt keine medizinische Aussage dar und Sie sollten sofort Ihren Arzt aufsuchen, falls Sie sich irgendwelche Sorgen machen.

Times		State Date/Time	Elapsed Time
User	Description		
Redacted	Time In Contact	03/02/14	00:20:0

Audit Log

01/02/14 9:05:01 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001615196A

NEW Received: 02/01/14 (OLD: ?)

NEW Foil: schon entsorgt

NEW Esc Level: 0

NEW Report Period: 201402

NEW Product: MISC

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_GER

03/02/14 4:13:54 AM - update histdet -

KEY VALUE: 001615196A

Redacted - Personally  
Identifying Information

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083918

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1246 of 1452

03/02/14 4:34:02 AM - update histdet - Julia Ising (JZI)  
KEY VALUE: 001615196A  
NEW Foil: NOLOT (OLD: schon entsorgt)  
NEW Esc Level: 1 (OLD: 0)  
NEW Product: CBDP09 (OLD: MISC)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)

03/02/14 4:34:02 AM - update histresp -  
KEY VALUE: 001615196A

Redacted - Personally  
Identifying Information

Redacted - Personally Identifying Information

04/02/14 9:28:52 AM - update histdet -  
KEY VALUE: 001615196A  
NEW Conclusion: INVESTIG (OLD: AS

Redacted - Personally  
Identifying Information

**Owner/Dates/Times**

Current Owner  
Last Changed 04/02/14 14:30:03 EDT by  
Polled 01/02/14 14:05:01 EDT.  
Added 01/02/14 14:05:01 by  
Batched 03/02/14 09:34:14 EDT  
Posted 07/02/14 20:00:01 EDT  
Elapsed Time In 05:00:00 out 14:29:13  
Total Time in Contact 00:00:2

Redacted - Personally  
Identifying Information

Redacted - Personally  
Identifying Information

**Secondary Contacts**

<u>Ref No</u>	<u>Date</u>	<u>Product</u>	<u>Subject</u>	<u>Resp</u>
	<u>Rec'd</u>			<u>Type</u>

001615196B	04/02/14	CBDP09	GENFUWC	
------------	----------	--------	---------	--

Verbatim

can't call from LUXEMBOURG, AD: will call if she tells  
me her number

 Logo

# 001615363A Contact Details

Primarycontact received by Telephoneon 03/02/14 *Closed on Call processed 04/02/14 Follow Up*  
*Required? N Status:*  
Primary Customer

Account No:	001615363
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

CONFIDENTIAL

SPD-NY 0083919

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1247 of 1452

**General**

Report Period: 201402 Source:  
Severity Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: last monday 2-3, today 2-3 again in emu, need to be worried now, AD: explained thresholds and acc of ci, not to be used to track pg, cn will see midwife today anyway

**Short Notes**

Response: Closed on Call Batch: 91781 Letterhead: 1

Enclosures:Forms:Checks:

Instruction .00

Label

Envelope .00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 04/02/14

**Attachments**

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001615363A.wav	261k	

**Times**

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted	Time In Contact	03/02/14	00:03:4

**Audit Log**

03/02/14 6:45:14 AM - insert histdet  
KEY VALUE: 001615363A

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0083920

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1248 of 1452

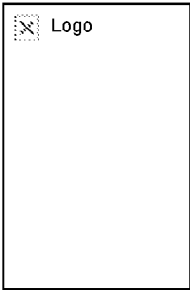
JA5972



NEW Received: 03/02/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally  
Identifying Information

Owner/Dates/Times	Redacted - Personally	Redacted - Personally Identifying Information
Current Owner		
Last Changed	03/02/14 11:45:14 EDT by	
Polled	03/02/14 11:41:28 EDT.	
Added	03/02/14 11:41:28 EDT by	
Batched	04/02/14 07:31:12 EDT	
Posted	07/02/14 20:00:01 EDT	
Elapsed Time	In out 19:49:44	
Total Time in Contact	00:00:0	



001615451A Contact Details

Primarycontact received by E mailon 03/02/14 E-mail processed 04/02/14 Follow Up Required? N Status:  
Primary Customer

Account No:	001615451
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General		
Report Period:	201402	Source:
Severity		Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m): 1
Item/UPC:		Pkg Code:
		Occurred:
Subject:		Conclusion:

CONFIDENTIAL

SPD-NY 0083921

Conflicts with dr dates, test or dates

Issue is not listed on INDEX-0004

Location: UNITED KINGDOM

Foil Lot: NOLOT

Box Expiry:

Kit Lot:

Investigation Concl.:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: used T 3 wks after conception, expected 3+ and got 2-3. Retested 5 days later, and still 2-3. what is the hCG thresholds?

Short Notes

General Notes

[04/02/14 10:31:22 EDT - 001615451A - Ling Cowell]  
Response in draft letter

[03/02/14 15:03:25 EDT - 001615451A - Ling Cowell]  
Dear Clearblue Team

I am a nurse in England with an interest in fertility matters. I recently used your Clearblue Advanced Pregnancy Test with conception indicator, when I became pregnant. When I tested my urine more than 3 weeks after conception, I was alarmed to find that the test said 'pregnant, 2-3 weeks' rather than the 'pregnant 3+ weeks' that I was expecting. I retested my urine 5 days later and the test still said 'pregnant, 2-3 weeks.'

The result lead me to research HCG levels, and I found that they vary hugely between different women in early pregnancy.

I would like to know the reference ranges that your Pregnancy test with conception indicator uses to denote each result. i.e:

What level of HCG causes the test to say 'pregnant, 1-2 weeks'  
What level of HCG causes the test to say 'pregnant, 2-3 weeks'  
What level of HCG causes the test to say 'pregnant, 3+ weeks'

I am really interested to know these levels. I hope you can help me.

I look forward to hearing from you.

Very best regards

Redacted -  
Personally  
Identifying  
Information

Response: E-mail Batch: 91781 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00

CONFIDENTIAL

SPD-NY 0083922

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? Y Date: 04/02/14

Redacted -  
Personally

Thank you for your email.

The Clearblue Digital Test with Conception Indicator is over 99% accurate when used from the day your period is due. The Conception Indicator part of the test is 92% accurate when using the first urine of the day and this is an estimate of when you conceived. For a “Pregnant 1-2 weeks”™ we would expect the hCG levels to be between 10-156mIU/ml, for 2-3 weeks to be between 156-2600mIU/ml, for 3+ weeks to be above 2600mIU/ml.

The Conception Indicator is an estimate and hCG levels can vary from women to women. If you want to know your exact hCG levels then please discuss this with your doctor.

We wish you all the best with your pregnancy.

Regards

Clearblue Product Support  
Ref 001615451A

Times			
User	Description	State Date/Time	Elapsed Time
LAC	Time In Contact	03/02/14	00:03:5

Audit Log

03/02/14 10:04:35 AM - insert histdet -  
KEY VALUE: 001615451A  
NEW Received: 03/02/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Days: 1 (OLD: 0)  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: E  
NEW Subject: CONFLCI  
NEW Conclusion: INDEX  
NEW User Id: LAC

Redacted - Personally  
Identifying Information

03/02/14 10:04:35 AM -  
KEY VALUE: 001615451A  
NEW Misc Info:

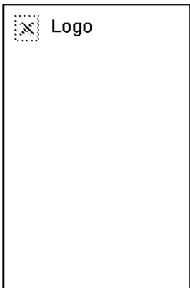
Redacted - Personally  
Identifying Information

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Identifying Information

Personally  
Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
Last Changed	04/02/14 10:32:27 EDT by	Personally Identifying Information
Polled	03/02/14 15:00:26 EDT.	
Added	03/02/14 15:00:26 EDT by	
Batched	04/02/14 07:31:12 EDT	
Posted	07/02/14 20:00:01 EDT	
Elapsed Time	In 00:00:00 out 16:30:46	
Total Time in Contact	00:00:0	



001616097A Contact Details

Primarycontact received by Telephoneon 04/02/14 Closed on Call processed 07/02/14 Follow Up Required? N Status:Complaint Complete  
Primary Customer

Account No:	NA00572498
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

General

Report Period:	201402	Source:	
Severity		Priority:	0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	User issue
		Investigation Concl.:	OTHER
Location:	USA	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:	NONE	FOC:	1
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:			

CONFIDENTIAL

SPD-NY 0083924

SFDC Trend Code: 3168 Customer was using the test to track miscarriage. She was advised is not meant to use in that manner and she should consult a doctor. No further information is available.

Short Notes

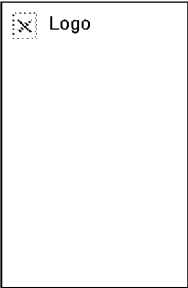
Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date:

Audit Log	Redacted - Personally Identifying Information
05/02/14 2:34:48 AM - insert histdet	
KEY VALUE: 001616097A	
NEW Received: 02/04/14 (OLD: ?)	
NEW Foil: NOLOT	
NEW Other: NONE	
NEW Kit: NONE	
NEW Esc Level: 1	
NEW Report Period: 201402	
NEW Product: CBDP09	
NEW Qty: 1 (OLD: 0)	
NEW Response Type: P	
NEW Subject: CONFLCI	
NEW Conclusion: PRECONCL	
Redacted - Personally Identifying Information	
07/02/14 2:34:58 AM - update histdet	Redacted - Personally Identifying Information
KEY VALUE: 001616097A	
NEW Investigation: OTHER	
NEW Response Type: NR (OLD: P)	
NEW Conclusion: USER (OLD: PRECONCL)	

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	
Last Changed	
Polled	
Added	05/02/14 07:34:58 EDT by Redacted - Personally Identifying
Batched	07/02/14
Posted	07/02/14
Elapsed Time	In out
Total Time in Contact	



001616538A Contact Details

Primary contact received by Social Media on 05/02/14 Closed on Call processed 11/02/14 Follow Up  
Required? N Status: Complaint Complete

Primary Customer

Account No: NA00573298  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201402  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer commented on Amazon on 1/26/2014. He/She  
stated the following: 'Pregnancy dating starts with the first day of your last period, so  
by the time you ovulate you're technically 2 weeks pregnant. By the time you miss a  
period yo

Short Notes

General Notes

u are 4 weeks pregnant. This test couldn't possibly tell you that you are 1-2 weeks pregnant because at  
that point you wouldn't have even conceived yet. This test is very misleading.'

CONFIDENTIAL

SPD-NY 0083926

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1254 of 1452

Response: Closed on Call    Batch: 1    Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter    Custom?    N    Date:

**Audit Log**

06/02/14 2:34:47 AM - insert histdet  
KEY VALUE: 001616538A  
NEW Received: 02/05/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 0  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: NOTLIKE  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally

11/02/14 2:34:55 AM - update histdet  
KEY VALUE: 001616538A  
NEW Investigation: OTHER  
NEW Esc Level: 1 (OLD: 0)  
NEW Response Type: NR (OLD: P)  
NEW Subject: CONFLCI (OLD: NOTLIKE)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

**Owner/Dates/Times**

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

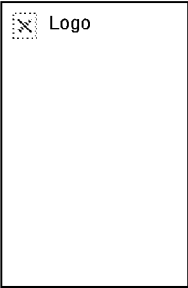
06/02/14 07:34:54 EDT by  
11/02/14  
11/02/14  
In    out

Redacted -  
Personally  
Identifying

CONFIDENTIAL

SPD-NY 0083927

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1255 of 1452



001616624A Contact Details

Primary contact received by Telephone on 06/02/14 Closed on Call processed 07/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001616624
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General		
Report Period:	201402	Source:
Severity		Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:		Pkg Code:
		Occurred:
Subject:	Conflicts with dr dates, test or dates	Conclusion: Track issue
		Investigation Concl.:
Location:	UNITED KINGDOM	Misc Item:
Foil Lot:	NOLOT	Misc Date:
Box Expiry:		Escalation Level: 1
Kit Lot:		FOC: N
		Product Return:
Evidence:		Occurrences:
Store		
Verbatim:	had a pg 2-3, dr says 6wks pg. used evening urine. AD: acc vpg, CI acc	

Short Notes

Response: Closed on Call	Batch: 91902	Letterhead: 1
Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00
	Letter	

CONFIDENTIAL

SPD-NY 0083928



Check	Total Value:
Chk Req	0.00
Coupon	

Letter Custom? N Date: 07/02/14

Attachments

File Name	Size	Description
001616624A.wav	131k	

Times

User	Description	State Date/Time	Elapsed Time
HXC	Time In Contact	06/02/14	00:02:1

Audit Log

06/02/14 3:52:41 AM - insert histdet -  
KEY VALUE: 001616624A  
NEW Received: 06/02/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	06/02/14 08:52:41 EDT by - Redacted
Polled	06/02/14 08:50:26 EDT. Personall
Added	06/02/14 08:50:26 EDT by Identifyin
Batched	07/02/14 07:31:14 EDT
Posted	07/02/14 20:00:01 EDT
Elapsed Time	In out 22:40:48
Total Time in Contact	00:00:0

Logo

CONFIDENTIAL

SPD-NY 0083929

001616828A Contact Details

Primarycontact received by Telephoneon 05/02/14 Closed on Call processed 11/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:	NA00573530
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

General		
Report Period:	201402	Source:
Severity		Priority: 0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:
Subject:	Conflicts with dr dates, test or dates	Occurred:
		Conclusion: User issue

Location:	USA	Investigation Concl.: OTHER
Foil Lot:	NOLOT	
Box Expiry:		Misc Item:
Kit Lot:	NONE	Misc Date:

Evidence:		Escalation Level: 1
Store		FOC: 1
Verbatim:	SFDC Trend Code: 3168 Customer expected date of period was 01/31/2014. She was upset that her pregnancy test on 2/5/2014 said 'pregnant 2-3' weeks but on the same day she had a quantitative blood test that said her HCG was 9067 ml/iu. She expected to see	Product Return:
		Occurrences:

Short Notes

General Notes  
a 3+.

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

CONFIDENTIAL

SPD-NY 0083930

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1258 of 1452

Letter Custom? N Date:

Audit Log

07/02/14 2:35:00 AM - insert histdet -  
KEY VALUE: 001616828A  
NEW Received: 02/05/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL  
NEW User Id: NAA

Redacted - Personally Identifying Information

11/02/14 2:34:55 AM - update histdet -  
KEY VALUE: 001616828A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

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11/02/14  
11/02/14  
In out

 Logo

# 001616859A Contact Details

Primarycontact received by Telephoneon 06/02/14 Closed on Call processed 11/02/14 Follow Up  
Required? N Status:Complaint Complete

CONFIDENTIAL

SPD-NY 0083931

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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Primary Customer

Account No: NA00573700  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201402  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Investigation Concl.: NOTOBV  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Caller reports that on 02/05/2014, his wife took the weeks  
estimator test three times. First result was 3 +, second two tests were 2-3, each. Did  
not use first urine of the day. Cycle length unknown. Period due date unknown. Box  
and

Short Notes

General Notes

foil, unavailable.

Response: Closed on Call Batch: 1 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date:

Audit Log

CONFIDENTIAL

SPD-NY 0083932

07/02/14 2:35:01 AM - insert histdet -  
KEY VALUE: 001616859A  
NEW Received: 02/06/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: 2+CBCONF  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

10/02/14 2:34:38 AM - update histdet -  
KEY VALUE: 001616859A  
NEW Subject: CONFLCI (OLD: 2+CBCONF)

Redacted - Personally Identifying Information

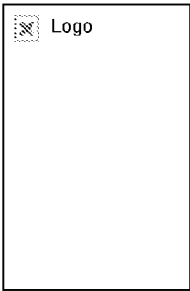
11/02/14 2:34:56 AM - update histdet  
KEY VALUE: 001616859A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

11/02/14  
11/02/14  
In out



# 001616881A Contact Details

Primarycontact received by Telephoneon 06/02/14 Closed on Call processed 11/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

CONFIDENTIAL

SPD-NY 0083933

		Account No:	NA00573760
		Lang Type:	EN-CA
		Cust Type:	Consumer
		Region:	
<b>General</b>			
Report Period:	201402	Source:	
Severity		Priority:	0
<b>Primary Issue</b>			
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	Track issue
		Investigation Concl.:	NOTOBV
Location:	CANADA	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:	NONE	FOC:	1
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	SFDC Trend Code: 3168 Customer tested on 2/4/14, getting Pregnant 3+ result. She tested again on 2/5/14, getting Pregnant 2-3. Technical information was given.		

Short Notes

Response: Closed on Call	Batch: 1	Letterhead: 1
<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date:

Audit Log  
07/02/14 2:35:02 AM - insert histdet -  
KEY VALUE: 001616881A  
NEW Received: 02/06/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE

Redacted - Personally Identifying Information

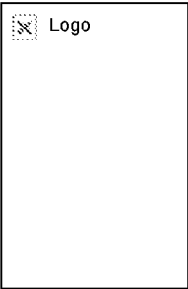
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 2 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

Redacted - Personally  
Identifying Information

11/02/14 2:34:56 AM - update histdet -  
KEY VALUE: 001616881A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	
Last Changed	
Polled	
Added	
Batched	11/02/14
Posted	11/02/14
Elapsed Time	In out
Total Time in Contact	



001617099A Contact Details

Primarycontact received by Telephoneon 07/02/14 Closed on Call processed 10/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001617099  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General  
Report Period: 201402 Source:  
Severity Priority: 0

Primary Issue

CONFIDENTIAL

SPD-NY 0083935

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	Track issue
Location:	UNITED KINGDOM	Investigation Concl.:	
Foil Lot:	MEN611/2SA	Misc Item:	
Box Expiry:	2016-05	Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	I did T 3 days prior period due not EMU, 1-2 PREGNANT, THEN ANOTHER T when I was 2 days late 2-3 pregnant line inside T are different. Ad: ignore line. VPG result, talk with doctor, conception indicator ACC 92% <div>Redacted - Personally Identifying Information</div>		
Short Notes			

Response: Closed on Call	Batch: 91937	Letterhead: 1
<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 10/02/14

Attachments		
<u>File Name</u>	<u>Size</u>	<u>Description</u>
001617099A.wav	553k	

Times			
<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
CXE	Time In Contact	07/02/14	00:07:2

Audit Log	
07/02/14 7:55:16 AM - insert histdet	Redacted - Personally Identifying Information
KEY VALUE: 001617099A	
NEW Received: 07/02/14 (OLD: ?)	
NEW Foil: MEN611/2SA	
NEW Mfg Date: 31/05/16 (OLD: ?)	
NEW Esc Level: 1	
NEW Report Period: 201402	
NEW Product: CBDP09	

CONFIDENTIAL

SPD-NY 0083936



NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally  
Identifying Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally  
Identifying Information

07/02/14 12:55:16 EDT by  
07/02/14 12:47:45 EDT  
07/02/14 12:47:45 EDT by  
10/02/14 07:30:58 EDT  
14/02/14 20:00:01 EDT  
In out 18:43:13  
00:00:0

Redacted -  
Personally  
Identifying  
Information

 Logo

# 001617283A Contact Details

Primarycontact received by Telephoneon 07/02/14 Closed on Call processed 12/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00574452  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

## General

Report Period: 201402  
Severity

Source:  
Priority: 0

## Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Location: USA

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue  
Investigation Concl.: NOTOBV

CONFIDENTIAL

SPD-NY 0083937

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: I  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer got a pregnant 1-2 on 2/6/2014 with first morning urine. She tested again on 2/7/2014 and got a 2-3 weeks with first morning urine, but also tested later on in the day triggering a 1-2. Period dates are unknown.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log  
10/02/14 2:34:41 AM - insert histdet  
KEY VALUE: 001617283A  
NEW Received: 02/07/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 3 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

12/02/14 2:35:07 AM - update histdet  
KEY VALUE: 001617283A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

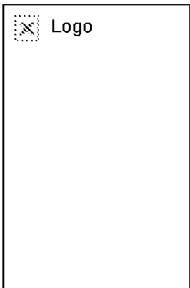
Redacted - Personally Identifying Information

Owner/Dates/Times

CONFIDENTIAL

SPD-NY 0083938

Current Owner	North American Upload user (NAA)
Last Changed	12/02/14 by NAA
Polled	.
Added	10/02/14 07:35:07 EDT by NAA
Batched	12/02/14
Posted	12/02/14
Elapsed Time	In out
Total Time in Contact	



001617321A Contact Details

Primarycontact received by Telephoneon 07/02/14 Closed on Call processed 12/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:	NA00574606
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

General

Report Period:	201402	Source:	
Severity		Priority:	0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	User issue
		Investigation Concl.:	OTHER

Location:	USA	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:	NONE	FOC:	1
		Product Return:	
		Occurrences:	

Evidence:	
Store	
Verbatim:	SFDC Trend Code: 3168 Customer believes she should be triggering a 3+ result on our test but it is showing her a 2-3. She believes to be 5 weeks past ovulation.

CONFIDENTIAL

SPD-NY 0083939

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date:

Audit Log

10/02/14 2:34:43 AM - insert histdet

KEY VALUE: 001617321A

NEW Received: 02/07/14 (OLD: ?)

NEW Foil: NOLOT

NEW Other: NONE

NEW Kit: NONE

NEW Esc Level: 1

NEW Report Period: 201402

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: P

NEW Subject: CONFLCI

NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

12/02/14 2:35:08 AM - update histdet -

KEY VALUE: 001617321A

NEW Investigation: OTHER

NEW Response Type: NR (OLD: P)

NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying  
Information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying  
Information

10/02/14 07:35:08 EDT

12/02/14

12/02/14

In out

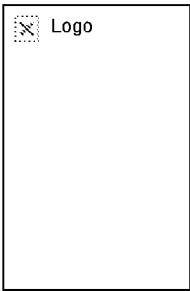
Redacted -  
Personally  
Identifying

CONFIDENTIAL

SPD-NY 0083940

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA5992



001617629A Contact Details

Primary contact received by Telephone on 10/02/14 Closed on Call processed 13/02/14 Follow Up  
Required? N Status: Complaint Complete  
Primary Customer

Account No:	NA00574921
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

General		
Report Period:	201402	Source:
Severity		Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:
Subject:	Conflicts with dr dates, test or dates	Occurred:
		Conclusion: User issue
		Investigation Concl.: OTHER
Location:	USA	Misc Item:
Foil Lot:	NOLOT	Misc Date:
Box Expiry:		Escalation Level:
Kit Lot:	NONE	FOC: 1
		Product Return: 1
Evidence:		Occurrences:
Store		
Verbatim:	SFDC Trend Code: 3168 Customer was advised to use the test only as an estimate. No further information available.	

Short Notes

Response: Closed on Call	Batch: 1	Letterhead: 1
Enclosures:	Forms:	Checks:
	Instruction	.00
	Label	
	Envelope	.00

CONFIDENTIAL

SPD-NY 0083941

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date:

Audit Log

11/02/14 2:34:59 AM - insert histdet  
KEY VALUE: 001617629A  
NEW Received: 02/10/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally

Redacted - Personally Identifying Information

13/02/14 2:34:51 AM - update histdet  
KEY VALUE: 001617629A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

13/02/14  
13/02/14  
In out

 Logo

CONFIDENTIAL

SPD-NY 0083942

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA5994

## 001618323A Contact Details

Primary contact received by Web Form on 13/02/14 **Online Enquiry Completed** processed 13/02/14  
Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: 001618323  
Lang Type: EN  
Cust Type: Consumer  
Region:

### General

Report Period: 201402 Source: Shop  
Severity: Priority: 0

### Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m): 1  
Item/UPC: Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or Conclusion: Track issue  
dates  
Investigation Concl.:  
Location: SOUTH AFRICA  
Foil Lot: MEN609/1SC  
Box Expiry: Misc Item:  
Kit Lot: Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store:  
Verbatim: CB6 faint PG 28 JAN. PG 1-2 31 JAN. 7 FEB PG 1-2. 13 FEB PG 1-2. Feels that it should have been 2-3 or 3+. Why same result 3 times? Spent lots, disappointed. AD not for tracking PG, 92%ACC. See DR.

### Short Notes

### General Notes

[13/02/2014 06:05:02 Email Import] Dear Clearblue. We bought one of your Clearblue Plus pregnancy tests with colour change time and tested on 28 January. There was a faint + line. On 31 January we tested again using your Clearblue Digital Pregnancy Test with Conception indicator and it showed "Pregnant 1-2", we were very excited. On 7 January we tested again using your Clearblue Digital Pregnancy Test with Conception indicator and it showed "Pregnant 1-2" - I can understand that this is possibly accurate. On 13 February we tested again using your Clearblue Digital Pregnancy Test with Conception indicator and it showed "Pregnant 1-2". According to our calculations, the test done today should have shown 2-3 or 3+. Please tell me why we are getting the same result 3 times? We have spend a lot of money and are very disappointed. I would like some answers please.

Redacted - Personally  
Identifying Information

Response: Online Enquiry Completed Batch: 92116 Letterhead: 13

### Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	.00

CONFIDENTIAL

SPD-NY 0083943

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA5995

Envelope		
Letter	1	
Check		
Chk Req		Total Value:
Coupon		0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 13/02/14

Redacted - Personally  
Identifying Information

Thank you for your Clearblue online enquiry: 001618323A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

Firstly we would like to thank you for using our tests but we are sorry to learn that they have now caused you some concern.

The test is not designed to track pregnancy. It is a pregnancy test that gives you an additional piece of information "once you have a "pregnant" result we advise you to see your doctor and not to perform any further tests.

The Conception Indicator is 92% accurate at detecting when conception occurred provided that the first urine of the day is used. As you are already aware, the estimate is based on the level of hCG in the urine. However, the level of hCG varies from woman to woman therefore it is possible that the Conception Indicator might occasionally give misleading results.

Now that you have had pregnant results you need to arrange to see you doctor.

We wish you all the best.

If you contact us again please be ready to quote your enquiry reference number: 001618323A

Clearblue Team

W\_CBP\_UK/cl  
001618323A

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This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

#### Times

User	Description	State Date/Time	Elapsed Time
HZK	Time In Contact	13/02/14	00:03:3

#### Audit Log

13/02/14 1:05:02 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001618323A

NEW Received: 02/13/14 (OLD: ?)

CONFIDENTIAL

SPD-NY 0083944

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA5996



NEW Foil: MEN609/1SC  
NEW Esc Level: 0  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN

Redacted - Personally Identifying Information

13/02/14 4:09:22 AM - update histdet -  
KEY VALUE: 001618323A

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

13/02/14 4:13:01 AM - update histdet  
KEY VALUE: 001618323A  
NEW Esc Level: 1 (OLD: 0)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

13/02/14 4:13:01 AM - update histresp  
KEY VALUE: 001618323A

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

13/02/14 4:24:52 AM - update histdet  
KEY VALUE: 001618323A  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Last Changed	13/02/14 09:25:27 EDT by
Polled	13/02/14 06:05:02 EDT.
Added	13/02/14 06:05:02 by
Batched	13/02/14 09:25:14 EDT
Posted	14/02/14 20:00:01 EDT
Elapsed Time	In 05:00:00 out 22:20:12
Total Time in Contact	00:00:0

Redacted - Personally Identifying Information

 Logo

CONFIDENTIAL

SPD-NY 0083945

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA5997

## 001618615A Contact Details

Primary contact received by Web Form on 13/02/14 **Online Enquiry Completed** processed 14/02/14  
Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: 001618615  
Lang Type: EN-IR  
Cust Type: Consumer  
Region:

### General

Report Period: 201402 Source: Pharmacy  
Severity: 0 Priority:

### Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m): 1  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Location: EIRE Misc Item:  
Foil Lot: CEN570/7SB Misc Date:  
Box Expiry: Escalation Level: 1  
Kit Lot: FOC: N  
Product Return:  
Evidence: Occurrences:  
Store  
Verbatim: T D before P due. PG 3+. 5 Wks OG according to leaflet. But her C is usually 27-28 Ds. Confused. Any ideas? AD 92%ACC. Levels vary between women. See DR.

### Short Notes

### General Notes

[13/02/2014 22:35:00 Email Import] I done a test the day before my period was due and I got a pregnant result with 3+ which according to the instructions makes me 5 weeks pregnant but my cycle are usually only 27/28 days. Im a bit confused as to hoe this happened. Any ideas?

Response: Online Enquiry Completed Batch: 92142 Letterhead: 13

### Enclosures:

### Forms:

### Checks:

Instruction	.00
Label	
Envelope	.00
Letter 1	
Check	
Chk Req	Total Value:
Coupon	0.00

CONFIDENTIAL

SPD-NY 0083946

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1274 of 1452

JA5998

Letter Online Enquiry - Response from advisor Custom? Y Date: 14/02/14

Redacted - Personally  
Identifying Information

Thank you for your Clearblue online enquiry: 001618615A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

The Conception Indicator is 92% accurate when testing with the first urine of the day. This estimate is based on the level of hCG in your urine.

The weeks since conception are an estimate only. Every woman is different and the rate at which hCG rises may vary from woman to woman.

As you have had Pregnant result we recommend that you consult your doctor.

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001618615A

Clearblue Team

W\_CBP\_UK/cl  
001618615A

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This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

Times			
User	Description	State Date/Time	Elapsed Time
Redacted	Time In Contact	14/02/14	00:00:0

#### Audit Log

13/02/14 5:35:01 PM - insert histdet - webspeed (webspeed)  
 KEY VALUE: 001618615A  
 NEW Received: 02/13/14 (OLD: ?)  
 NEW Foil: cen570/7sb  
 NEW Esc Level: 0  
 NEW Report Period: 201402  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: WP  
 NEW Subject: WEBENQ

CONFIDENTIAL

SPD-NY 0083947

Church & Dwight v. SPD  
 14-CV-585 (AJN)  
 PTX 066 - Page 1275 of 1452

JA5999

NEW Conclusion: ASSIGN  
NEW User Id: W\_CBP\_UK

14/02/14 3:01:53 AM - update histdet -  
KEY VALUE: 001618615A  
Redacted - Personally Identifying Information

Redacted -  
Personally  
Identifying  
Information

Personally  
information

14/02/14 3:05:48 AM - update histdet -  
KEY VALUE: 001618615A  
NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying  
Information

14/02/14 3:05:48 AM - update histresp -  
KEY VALUE: 001618615A  
Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

#### Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally  
Identifying Information

14/02/14 08:06:16 EDT by  
13/02/14 22:35:00 EDT.  
13/02/14 22:35:00 by  
14/02/14 08:06:03 EDT  
14/02/14 20:00:01 EDT  
In 05:00:00 out 04:31:03  
00:00:0

Redacted - Personally  
Identifying Information

 Logo

## 001618811A Contact Details

Primarycontact received by Web Formon 14/02/14 *Online Enquiry Completed* processed 14/02/14  
Follow Up Required? *N* Status: *Complaint Complete*  
Primary Customer

Account No: 001618811  
Lang Type: FR-FR  
Cust Type: Consumer  
Region:

#### General

Report Period: 201402

Source:

CONFIDENTIAL

SPD-NY 0083948

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6000

Severity: Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m): 1

Item/UPC: Pkg Code: Occurred:

Subject: Conflicts with dr dates, test or dates Conclusion: Track issue

Investigation Concl.:

Location: FRANCE

Foil Lot: NOLOT

Box Expiry: Misc Item: Misc Date: Escalation Level: 1

Kit Lot: FOC: N

Product Return: Occurrences:

Evidence: Store

Verbatim: yesterday pos 3+, today pos 2-3

**Short Notes****General Notes**

[14/02/2014 09:05:01 Email Import] Bonjour, j'ai fait le test hier qui m'indiquait "enceinte 3+", et ce matin il m'indique "enceinte 2-3". Est-ce normal?

Response: Online Enquiry Completed Batch: 92158 Letterhead: 17

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 14/02/14

ChÃre Redacted - Personally  
Identifying Information

Nous avons bien reÃu votre demande d'information en ligne concernant le test de Grossesse Clearblue Digital.

L'estimation de l'Ãge de la grossesse est fiable Ã 92% si vous testez avec les premiÃres urines du matin. Cette estimation repose sur la quantitÃ d'hCG prÃsente dans vos urines. La quantitÃ d'hCG varie d'une femme Ã l'autre et en cas de grossesse multiple. C'est pourquoi l'estimation de l'Ãge de la grossesse peut donner des rÃsultats erronÃs dans 8% des cas.

Nous vous conseillons de consulter votre mÃdecin afin que ce dernier confirme votre grossesse.

CONFIDENTIAL

SPD-NY 0083949

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6001

Nous espérons que ces informations vous seront utiles. Notre réponse est basée sur les informations que vous soumettez.

Pour de plus amples informations veuillez contacter par téléphone le service consommateurs Clearblue. Nos conseillers sauront répondre à vos questions de manière confidentielle et sont joignables du Lundi au Vendredi, entre 08H00 et 16H00, sauf jours fériés.

Redacted - Personally  
Identifying Information

Appels gratuits depuis un poste fixe. Tous les appels sont enregistrés pour des raisons de formation et de contrôle qualité.

Si vous êtes amenés à nous recontacter, veuillez nous indiquer votre numéro de référence client : 001618811A

Cordialement,

Le Service Consommateurs Clearblue

W\_CBP\_FRANCE/cl  
001618811A

Notre réponse se base sur les informations que vous nous avez fournies et vous concerne vous uniquement. Ceci n'est pas un avis médical. Si vous vous inquiétez pour votre santé, veuillez consulter votre médecin ou autre professionnel de santé.

Times

User	Description	State Date/Time	Elapsed Time
HXC	Time In Contact	14/02/14	00:02:5

Audit Log

14/02/14 4:05:01 AM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001618811A  
NEW Received: 02/14/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ

CONFIDENTIAL

SPD-NY 0083950

NEW Conclusion: ASSIGN

Redacted - Personally Identifying Information

14/02/14 8:39:11 AM - update histdet -

KEY VALUE: 001618811A

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

14/02/14 8:42:09 AM - update histdet

KEY VALUE: 001618811A

NEW Esc Level: 1 (OLD: 0)

NEW Days: 1 (OLD: 0)

NEW Response Type: WC (OLD: WP)

NEW Subject: CONFLCI (OLD: WEBENQ)

NEW Conclusion: TRACK (OLD: ASSIGN)

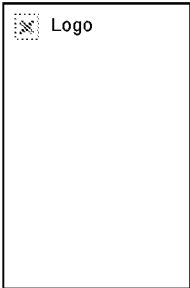
Redacted - Personally Identifying Information

14/02/14 8:42:09 AM -

KEY VALUE: 001618811A

Redacted - Personally Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information	
Current Owner		
Last Changed	14/02/14 13:42:09 EDT by	Redacted - Personally Identifying Information
Polled	14/02/14 09:05:01 EDT.	
Added	14/02/14 09:05:01 by	
Batched	14/02/14 14:10:36 EDT	
Posted	14/02/14 20:00:01 EDT	
Elapsed Time	In 05:00:00 out 00:05:35	
Total Time in Contact	00:00:0	



001618903A Contact Details

Primarycontact received by Telephoneon 14/02/14 Closed on Call processed 17/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:001618903

Lang Type:EN-GB

Cust Type:Consumer

Region:

General

Report Period:201402

Source:

Severity

Priority:

0

**Primary Issue**Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject:

Conflicts with dr dates, test or  
dates

Occurred:

Conclusion:

Track issue

Investigation Concl.:

Location:

UNITED KINGDOM

Foil Lot:

MEN611/2SA

Misc Item:

Box Expiry:

Misc Date:

Kit Lot:

Escalation Level:

FOC:

1  
N

Product Return:

Occurrences:

Evidence:

Store

Verbatim:

late had a pos 2-3, few d later at 2am pos 1-2 suit AD: acc vpg see dr, ci acc not emu,  
stop testing**Short Notes**

Response: Closed on Call Batch: 92177 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 17/02/14

**Attachments**File NameSizeDescription

001618903A.wav

258k

**Times**UserDescriptionState Date/TimeElapsed Time

HXC

Time In Contact

14/02/14

00:03:3

**Audit Log**

14/02/14 8:18:23 AM - insert histdet -

KEY VALUE: 001618903A

NEW Received: 14/02/14 (OLD: ?)

NEW Foil: MEN611/2SA

NEW Esc Level: 1

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0083952

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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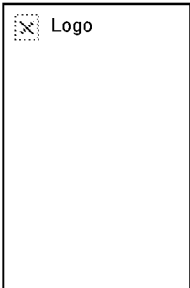
JA6004



NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK  
Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
Last Changed	17/02/14 09:40:53 EDT	Redacted - Personally Identifying Information
Polled	14/02/14 13:14:49 EDT	Redacted - Personally Identifying Information
Added	14/02/14 13:14:49 EDT	Redacted - Personally Identifying Information
Batched	17/02/14 07:30:58 EDT	Redacted - Personally Identifying Information
Posted	21/02/14 20:00:01 EDT	Redacted - Personally Identifying Information
Elapsed Time	In 00:00:00 out 18:16:09	
Total Time in Contact	00:00:0	



001618934A Contact Details

Primary contact received by Web Form on 14/02/14 **Online Enquiry Completed** processed 17/02/14  
Follow Up Required? **N** Status: **Complaint Complete**  
Primary Customer

Account No: 001618934  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period:	201402	Source:	TV Advert
Severity		Priority:	0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	1
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	Track issue
		Investigation Concl.:	

CONFIDENTIAL

SPD-NY 0083953

Location: UNITED KINGDOM  
 Foil Lot: NOLOT  
 Box Expiry:  
 Kit Lot:

Misc Item:  
 Misc Date:  
 Escalation Level: 1  
 FOC: N  
 Product Return:  
 Occurrences:

Evidence:  
 Store

Verbatim: 6Wks PG 13 FEB 14. Last P 2 JAN 14. Conceived 17 JAN 14. 27 JAN got PG 1-2. Last WK it went up to 2-3 but a WK later it still says 2-3 and it should read 3+. Is this common and what could be the problem. AD not for tracking PG, ACC, see DR.

### Short Notes

### General Notes

[14/02/2014 15:35:00 Email Import] Hi,

I'm 6 weeks pregnant (yesterday) the 1st day of my last period was 2/01/14 I conceived the 17/01/14 I did a digital pregnancy test on 27/01/14 and it read - 1-2 weeks pregnant. It went up to 2-3 weeks pregnant last week, but a week later it still says 2-3 weeks pregnant and it should read 3+ Is this common and what could be the problem?.

Many thanks for your reply in advance.

Response: Online Enquiry Completed Batch: 92194 Letterhead: 13

#### Enclosures:

#### Forms:

#### Checks:

Instruction

.00

Label

.00

Envelope

Letter 1

Check

Chk Req

Coupon

Total Value:

0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 17/02/14

Redacted - Personally  
 Identifying Information

Thank you for your Clearblue online enquiry: 001618934A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

Firstly we would like to thank you for using our tests but we are sorry to learn that they have now caused you some concern.

The test is not designed to track pregnancy. It is a pregnancy test that gives you an additional piece of information "once you have a "pregnant" result we advise you to see your doctor and not to perform any further tests.

The Conception Indicator is 92% accurate at detecting when conception occurred provided that the first urine of the day is used. As you are already aware, the estimate is based on the level of hCG in the urine. However, the level of hCG varies from woman to woman therefore it is possible that the Conception Indicator might occasionally give misleading results.

CONFIDENTIAL

SPD-NY 0083954

Church & Dwight v. SPD  
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JA6006

Now that you have had pregnant results you need to arrange to see you doctor.

We wish you all the best.

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001618934A

Clearblue Team

W\_CBP\_UK/cl  
001618934A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

#### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
HZK	Time In Contact	17/02/14	00:03:2

#### Audit Log

14/02/14 10:35:00 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001618934A

NEW Received: 02/14/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 0

NEW Report Period: 201402

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_UK

Redacted - Personally  
Identifying Information

17/02/14 3:27:49 AM - update histdet - H

KEY VALUE: 001618934A

Redacted - Personally Identifying Information

17/02/14 3:31:15 AM - update histdet -

KEY VALUE: 001618934A

NEW Esc Level: 1 (OLD: 0)

NEW Days: 1 (OLD: 0)

NEW Response Type: WC (OLD: WP)

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0083955

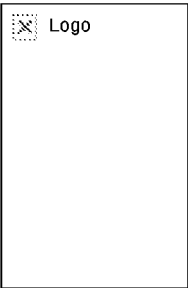
Church & Dwight v. SPD  
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JA6007

NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information	Redacted - Personally
Current Owner		
Last Changed	17/02/14 08:31:40 EDT by	
Polled	14/02/14 15:35:00 EDT.	
Added	14/02/14 15:35:00 by	
Batched	17/02/14 08:31:29 EDT	
Posted	21/02/14 20:00:01 EDT	
Elapsed Time	In 05:00:00 out 11:56:29	
Total Time in Contact	00:00:0	



001619861A Contact Details

Primarycontact received by Telephoneon 20/02/14 Closed on Call processed 21/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001619861  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General  
Report Period: 201402 Source:  
Severity Priority: 0

Primary Issue  
Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Location: UNITED KINGDOM Investigation Concl.:

CONFIDENTIAL

SPD-NY 0083956

Foil Lot: NOLOT  
Box Expiry:  
Kit Lot:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: yesterday am 2-3, pm again 2-3, this am again 2-3, AD: all ok? cn worried that pg hormone not rising, AD: chk validty, see dr, not to be used at pg tracker as ci 92% acc

Short Notes

Response: Closed on Call Batch: 92357 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

.00

Envelope

Letter

Check

Chk Req

Total Value:

Coupon

0.00

Letter Custom? N Date: 21/02/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001619861A.wav	589k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
JZI	Time In Contact	20/02/14	00:06:1

Audit Log

20/02/14 2:26:35 AM - insert histdet  
KEY VALUE: 001619861A  
NEW Received: 20/02/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying  
Information

Redacted - Personally  
Identifying Information

Owner/Dates/Times

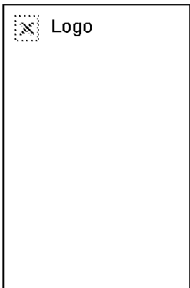
CONFIDENTIAL

SPD-NY 0083957

Church & Dwight v. SPD  
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JA6009

Current Owner	Redacted - Personally	Redacted - Personally
Last Changed	21/02/14 08:17:52 EDT by	Identifying
Polled	20/02/14 07:20:14 EDT.	Information
Added	20/02/14 07:20:14 EDT by	
Batched	21/02/14 07:30:55 EDT	
Posted	21/02/14 20:00:01 EDT	
Elapsed Time	In 00:00:00 out 00:10:41	
Total Time in Contact	00:00:0	



001619870A Contact Details

Primarycontact received by Telephoneon 20/02/14 Closed on Call processed 21/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001619870
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General	
Report Period:	201402
Severity	Source: 0
	Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:		Pkg Code:
		Occurred:
Subject:	Conflicts with dr dates, test or dates	Conclusion: User issue
		Investigation Concl.:
Location:	UNITED KINGDOM	Misc Item:
Foil Lot:	MEN625/1SA	Misc Date:
Box Expiry:		Escalation Level: 1
Kit Lot:		FOC: N
		Product Return:
Evidence:		Occurrences:
Store		
Verbatim:	CN took CB09 and had PG, 2-3. Bloodtest showed hcg to be above 3000miu. CB09 this morning showed 3+. AD: all ok, acc, no emu so easily diluted.	

## Short Notes

Response: Closed on Call Batch: 92357 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

Letter

Check

Chk Req

Coupon

.00

Total Value:  
0.00

Letter Custom? N Date: 21/02/14

## Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001619870A.wav	232k	

## Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
PMM	Time In Contact	20/02/14	00:02:1

## Audit Log

20/02/14 2:36:11 AM - insert histdet -  
 KEY VALUE: 001619870A  
 NEW Received: 20/02/14 (OLD: ?)  
 NEW Foil: MEN625/1SA  
 NEW Esc Level: 1  
 NEW Report Period: 201402  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: NR  
 NEW Subject: CONFLCI  
 NEW Conclusion: USER

Redacted - Personally Identifying  
InformationRedacted - Personally Identifying  
Information

## Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	21/02/14 08:19:08 EDT by
Polled	20/02/14 07:33:51 EDT.
Added	20/02/14 07:33:51 EDT by
Batched	21/02/14 07:30:55 EDT
Posted	21/02/14 20:00:01 EDT
Elapsed Time	In 00:00:00 out 23:57:04
Total Time in Contact	00:00:0

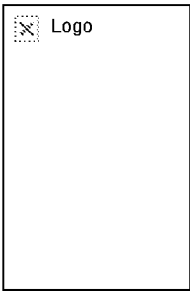
Redacted -  
Personally  
Identifying  
Information

CONFIDENTIAL

SPD-NY 0083959

Church & Dwight v. SPD  
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JA6011



001620348A Contact Details

Primary contact received by Telephone on 21/02/14 Closed on Call processed 24/02/14 Follow Up  
Required? N Status:  
Primary Customer

		Account No:	001620348
		Lang Type:	EN-GB
		Cust Type:	Consumer
		Region:	
<b>General</b>			
Report Period:	201402	Source:	
Severity		Priority:	0
<b>Primary Issue</b>			
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
		Occurred:	
Subject:	Conflicts with dr dates, test or dates	Conclusion:	User issue
		Investigation Concl.:	
Location:	UNITED KINGDOM	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	CN took t last week - PG, 1-2 weeks. This week still 1-2, but did not use emu. AD: acc, always use emu, see GP if concerned.		

Short Notes

Response: Closed on Call Batch: 92386 Letterhead: 1		
<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00

CONFIDENTIAL

SPD-NY 0083960



Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 24/02/14

Attachments

File Name	Size	Description
001620348A.wav	356k	

Times

User	Description	State Date/Time	Elapsed Time
PMM	Time In Contact	21/02/14	00:01:3

Audit Log

21/02/14 2:50:40 AM - insert histdet  
KEY VALUE: 001620348A  
NEW Received: 21/02/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER

Redacted - Personally  
Identifying Information

Redacted - Personally

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	24/02/14 08:40:22 EDT by
Polled	21/02/14 07:49:06 EDT. Redacted - Personally Identifying Information
Added	21/02/14 07:49:06 EDT by
Batched	24/02/14 07:31:10 EDT
Posted	28/02/14 20:00:06 EDT
Elapsed Time	In 00:00:00 out 23:42:04
Total Time in Contact	00:00:0

Logo

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SPD-NY 0083961

Church & Dwight v. SPD  
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JA6013

## 001620673A Contact Details

Primary contact received by Telephone on 21/02/14 Closed on Call processed 26/02/14 Follow Up Required? **N** Status: **Complaint Complete**

Primary Customer

Account No: NA00580251  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201402  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue

Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Caller tested on 2/20/14, getting positive, 2-3 weeks result. She tested again on 2/21/14, getting positive 1-2 weeks result. She was questioning results. Technical information was given.

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

CONFIDENTIAL

SPD-NY 0083962

Church & Dwight v. SPD  
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JA6014

**Audit Log**  
24/02/14 2:35:00 AM - insert histdet  
KEY VALUE: 001620673A  
NEW Received: 02/21/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 2 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

26/02/14 2:34:51 AM - update histdet  
KEY VALUE: 001620673A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying Information

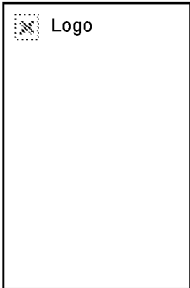
Redacted - Personally Identifying Information

**Owner/Dates/Times**  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

24/02/14 07:34:51 EDT by  
26/02/14  
26/02/14  
In out

Redacted - Personally Identifying Information



001620677A Contact Details

Primarycontact received by Social Mediaon 21/02/14 Closed on Call processed 26/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:  
Lang Type:  
Cust Type:  
Region:

NA00580257  
EN-US  
Consumer

**General**

Report Period: 201402  
Severity

Source:  
Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 2/11/2014, no  
reference number. She stated the following: 'Hi I need help i took a test three days  
before my mousse period is said 1-2 then I took one a week later and it said 2-3 now  
its been a week  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

**Short Notes****General Notes**

and a half and I am 6 weeks and 1 day and its still saying 2-3 when it should say 3+ I know I am 6 weeks'

Response: Closed on Call Batch: 1 Letterhead: 1

**Enclosures:**

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

**Audit Log**

24/02/14 2:35:01 AM - insert histdet -  
KEY VALUE: 001620677A  
NEW Received: 02/21/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE

Redacted - Personally Identifying Information

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SPD-NY 0083964

Church & Dwight v. SPD  
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JA6016

NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

26/02/14 2:34:51 AM - update histdet - North American Upload user  
KEY VALUE: 001620677A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

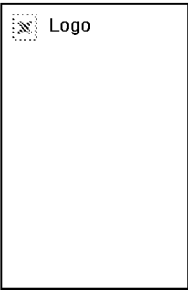
Redacted -  
Personally  
Identifying  
Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

24/02/14 07:34:51 EDT  
26/02/14  
26/02/14  
In out

Redacted -  
Personally  
Identifying  
Information



001620688A Contact Details

Primarycontact received by Social Mediaon 21/02/14 Closed on Call processed 26/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00580289  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General  
Report Period: 201402  
Severity

Source:  
Priority: 0

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SPD-NY 0083965

**Primary Issue**

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	User issue
		Investigation Concl.:	OTHER
Location:	USA	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:	NONE	FOC:	1
		Product Return:	
		Occurrences:	

Evidence:

Store

Verbatim:

SFDC Trend Code: 3168 Customer commented on Amazon on 2/12/2014. She stated the following: 'There is no doubt these tests are sensitive and will catch the pregnancy early. However, I took one this AM, using FMU, and the results were 1-2 weeks. I thought t

**Short Notes****General Notes**

hat was odd since my beta hCG Monday was 111. I began to think I might be up for having a repeat ectopic or mc since the threshold is 153 for transition to the next phase. In the end, I found out my serum beta hCG was 285 just two hours later. So the results most definitely should have read '2-3' and were incorrect for me. I want other women to know that this test should not be relied on for concerns over how the pregnancy is progressing in regards to hCG, and do not allow yourself to fret over the results-like I did. :) Good luck and happy healthy pregnancy to you all.'

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date:

**Audit Log**

24/02/14 2:35:01 AM - insert histdet

KEY VALUE: 001620688A

NEW Received: 02/21/14 (OLD: ?)

NEW Foil: NOLOT

NEW Other: NONE

NEW Kit: NONE

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083966

Church & Dwight v. SPD  
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JA6018

NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

26/02/14 2:34:51 AM - update histdet  
KEY VALUE: 001620688A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

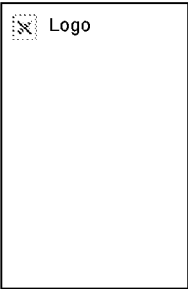
Redacted - Personally Identifying Information  
Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

24/02/14 07:34:51 EDT by NAA  
26/02/14  
26/02/14  
In out



001620793A Contact Details

Primary contact received by Telephone on 24/02/14 Closed on Call processed 25/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001620793  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201402  
Severity

Source:  
Priority: 0

Primary Issue

CONFIDENTIAL

SPD-NY 0083967

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	Track issue
Location:	UNITED KINGDOM	Investigation Concl.:	
Foil Lot:	CEN583/3SA	Misc Item:	
Box Expiry:	2016-03	Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	P is 1 wk late, 1 T 1 wk ago said PG 1-2, now PG 1-2 again, did not use EMU, suit, vitamines. ad. ACC, urine sample, see dr, nodet		

**Short Notes****Response: Closed on Call Batch: 92443 Letterhead: 1**

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 25/02/14

**Attachments**

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001620793A.wav	305k	

**Times**

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted	Time In Contact	24/02/14	00:04:3

**Audit Log**

24/02/14 4:29:18 AM - insert histdet -  
KEY VALUE: 001620793A  
NEW Received: 24/02/14 (OLD: ?)  
NEW Foil: CEN583/3SA  
NEW Mfg Date: 01/03/16 (OLD: ?)  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0083968

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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**JA6020**



NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

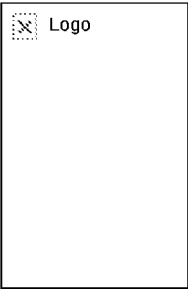
Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed 25/02/14 08:09:35 EDT by  
Polled 24/02/14 09:24:38 EDT.  
Added 24/02/14 09:24:38 EDT by  
Batched 25/02/14 07:31:08 EDT  
Posted 28/02/14 20:00:06 EDT  
Elapsed Time In 00:00:00 out 22:06:30  
Total Time in Contact 00:00:0

Redacted - Personally  
Identifying Information

Redacted -  
Personally  
Identifying  
Information



001621035A Contact Details

Primarycontact received by Telephoneon 24/02/14 Closed on Call processed 27/02/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00580845  
Lang Type: EN-CA  
Cust Type: Consumer  
Region:

General

Report Period: 201402  
Severity Source: 0  
Priority:

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Pkg Code:  
Test with weeks Occurred:  
Subject: Conflicts with dr dates, test or dates Conclusion: User issue  
Investigation Concl.: OTHER  
Location: CANADA  
Misc Item:  
Misc Date:

CONFIDENTIAL

SPD-NY 0083969

Foil Lot:	NOLOT	Escalation Level:	1
Box Expiry:		FOC:	1
Kit Lot:	NONE	Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	SFDC Trend Code: 3168 Customer saw a 2-3 weeks result. She tested again a week later and got 2-3 weeks again. She expected it to be 3+.		

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

25/02/14 2:35:04 AM - insert histdet  
KEY VALUE: 001621035A  
NEW Received: 02/24/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201402  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

Redacted - Personally Identifying Information

27/02/14 2:41:29 AM - update histdet - I  
KEY VALUE: 001621035A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added

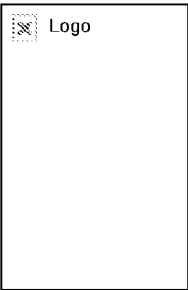
Redacted - Personally Identifying  
Information

25/02/14 07:41:29 EDT by  
Redacted -  
Personally  
Identifying  
Information

CONFIDENTIAL

SPD-NY 0083970

Batched 27/02/14  
Posted 27/02/14  
Elapsed Time In out  
Total Time in Contact



001621241A Contact Details

Primarycontact received by Telephoneon 25/02/14 Closed on Call processed 26/02/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001621241  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

General  
Report Period: 201402  
Severity  
Source:  
Priority: 0

Primary Issue  
Product: Clearblue Digital PT-  
Conception Indicato  
Product Age (m):  
Item/UPC: Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or  
dates  
Conclusion: An investigation is required  
Investigation Concl.:  
Location: GERMANY  
Foil Lot: MGE615/1SA  
Misc Item:  
Misc Date:  
Box Expiry: Escalation Level: 1  
Kit Lot: FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: last week vpg1-2 same this week, not emu. ad: acc, consult gp

Short Notes

Response: Closed on Call Batch: 92473 Letterhead: 1

CONFIDENTIAL

SPD-NY 0083971

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 26/02/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001621241A.wav	250k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
VAP	Time In Contact	25/02/14	00:01:1

Audit Log

25/02/14 8:15:07 AM - insert histdet  
 KEY VALUE: 001621241A  
 NEW Received: 25/02/14 (OLD: ?)  
 NEW Foil: MGE615/1SA  
 NEW Esc Level: 1  
 NEW Report Period: 201402  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: NR  
 NEW Subject: CONFLCI  
 NEW Conclusion: INVESTIG

Redacted - Personally  
 Identifying Information

Redacted - Personally Identifying  
 Information

Owner/Dates/Times

Current Owner  
 Last Changed 26/02/14 07:43:46 EDT by  
 Polled 25/02/14 13:13:49 EDT.  
 Added 25/02/14 13:13:49 EDT by  
 Batched 26/02/14 07:31:04 EDT  
 Posted 28/02/14 20:00:06 EDT  
 Elapsed Time In 00:00:00 out 18:17:15  
 Total Time in Contact 00:00:0

Redacted - Personally  
 Identifying Information

Redacted -  
 Personally  
 Identifying  
 Information

CONFIDENTIAL

SPD-NY 0083972

Church & Dwight v. SPD  
 14-CV-585 (AJN)  
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JA6024



## 001621649A Contact Details

Primary contact received by Web Form on 26/02/14 Online Enquiry Completed processed 27/02/14  
Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: 001621649  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201402  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: NOLOT

Misc Item:

Box Expiry:  
Kit Lot:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:  
Store

Verbatim: 8 Ts (previous MISCA so wanted to see hcg rising) and throughout the past WK I  
have had varying dates come up on the Ts? Going both up and down? Very  
disappointing and disheartening. AD not for tracking PG. Urine quality, see DR.

### Short Notes

### General Notes

[26/02/2014 16:35:01 Email Import] I've bought 8 of the digital tests (have had a previous miscarriage so  
wanted to see my hcg rising) and throughout the past week I have had varying dates come up on the tests?  
Going both up and down? This is very disappointing and disheartening, considering the price of these tests

CONFIDENTIAL

SPD-NY 0083973

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6025

Response: Online Enquiry Completed Batch: 92517 Letterhead: 13

Enclosures:

Forms:

Checks:

Instruction	.00
Label	
Envelope	.00
Letter 1	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 27/02/14

Dear Miss

Redacted -

Personally

Thank you for your Clearblue online enquiry: 001621649A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

Firstly we would like to thank you for using our tests but we are sorry to learn that they have now caused you some concern.

The test is not designed to track pregnancy. It is a pregnancy test that gives you an additional piece of information "once you have a "pregnant" result we advise you to see your doctor and not to perform any further tests.

If you are going to do multiple tests, it is important to use the first urine of the day for an accurate "weeks" estimation. It is unclear whether you did this and if you didn't it could explain your results. Differences in urine quality will significantly affect the "weeks" estimator result and you should also consider that it is not 100% accurate.

Now that you have a pregnant result you need to arrange to see you doctor.

We wish you all the best.

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001621649A

Clearblue Team

W\_CBP\_UK/cl  
001621649A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

CONFIDENTIAL

SPD-NY 0083974

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6026

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
HZK	Time In Contact	27/02/14	00:04:2

Audit Log

26/02/14 11:35:01 AM - insert histdet - webspeed (webspeed)  
 KEY VALUE: 001621649A  
 NEW Received: 02/26/14 (OLD: ?)  
 NEW Foil: NOLOT  
 NEW Esc Level: 0  
 NEW Report Period: 201402  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: WP  
 NEW Subject: WEBENQ  
 NEW Conclusion: ASSIGN  
 NEW User Id: W\_CBP\_UK

27/02/14 2:17:41 AM - update histdet - Redacted - Personally Identifying Information  
 KEY VALUE: 001621649A  
 NEW User Id: HZK (OLD: W\_CBP\_UK)

27/02/14 2:22:12 AM - update histdet - Redacted - Personally Identifying Information  
 KEY VALUE: 001621649A  
 NEW Esc Level: 1 (OLD: 0)  
 NEW Days: 1 (OLD: 0)  
 NEW Response Type: WC (OLD: WP)  
 NEW Subject: CONFLCI (OLD: WEBENQ)  
 NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	<span style="border: 1px solid black; padding: 2px;">Redacted - Personally Identifying Information</span>
Last Changed	27/02/14 07:22:12 EDT by <span style="border: 1px solid black; padding: 2px;">Redacted - Personally Identifying Information</span>
Polled	26/02/14 16:35:01 EDT. <span style="border: 1px solid black; padding: 2px;">Redacted - Personally Identifying Information</span>
Added	26/02/14 16:35:01 by
Batched	27/02/14 07:22:30 EDT
Posted	28/02/14 20:00:06 EDT
Elapsed Time	In 05:00:00 out 09:47:29
Total Time in Contact	00:00:0

Secondary Contacts

<u>Ref No</u>	<u>Date Rec'd</u>	<u>Product</u>	<u>Subject</u>	<u>Resp Type</u>	<u>Verbatim</u>
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001621649B	27/02/14	CBDP09	GENFUWC		also on 1 T I did, the last one, it came up with PG 3+ but at a certain angle all of the text is visible, you can see the egg timer, the word Not and a *. Is this normal? Is it just the way
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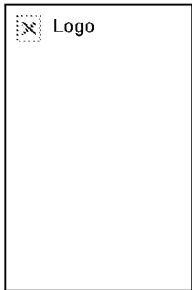
CONFIDENTIAL

SPD-NY 0083975

Church & Dwight v. SPD  
 14-CV-585 (AJN)  
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JA6027

the screens are made? AD yes made that way. Stop T & see DR.



## 001622294A Contact Details

Primary contact received by Web Form on 01/03/14 **Online Enquiry Completed** processed 03/03/14  
Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: 001622294  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source: Shop  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: NOLOT

Misc Item:

Box Expiry:

Misc Date:

Kit Lot:

Escalation Level: 1

FOC: N

Product Return:

Evidence:

Occurrences:

Store

Verbatim:

hi i took a test at 6pm last night and it said 2-3 and this morning when i woke took  
another one and it has gone down to 1-2 why is this AD sorry it's caused concern. Not  
designed to track PG. Urine quality. Not 100%ACC. See DR.

### Short Notes

### General Notes

CONFIDENTIAL

SPD-NY 0083976

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6028



[01/03/2014 09:35:00 Email Import] hi i took a test at 6pm last night and it said 2-3 and this morning when i woke took another one and it has gone down to 1-2 why is this

Response: Online Enquiry Completed Batch: 92641 Letterhead: 13

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter 1

Check

Chk Req

Total Value:

Coupon

0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 03/03/14

Dear Mrs Redacted

Thank you for your Clearblue online enquiry: 001622294A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

Firstly we would like to thank you for using our test but we are sorry to learn that it has now caused you some concern.

The test is not designed to track pregnancy. It is a pregnancy test that gives you an additional piece of information "once you have a "pregnant" result we advise you to see your doctor and not to perform any further tests.

If you are going to do multiple tests, it is important to use the first urine of the day for an accurate "weeks" estimation. It is unclear whether you did this and if you didn't it could explain your results. Differences in urine quality will significantly affect the "weeks" estimator result and you should also consider that it is not 100% accurate.

Now that you have a pregnant result you need to arrange to see you doctor.

We wish you all the best.

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001622294A

Clearblue Team

W\_CBP\_UK/cl  
001622294A

CONFIDENTIAL

SPD-NY 0083977

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1305 of 1452

JA6029

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

#### Times

User	Description	State Date/Time	Elapsed Time
Redacted - Personally Identifying Information	Time In Contact	03/03/14	00:02:1

#### Audit Log

01/03/14 4:35:01 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001622294A

NEW Received: 03/01/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 0

NEW Report Period: 201403

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_UK

03/03/14 8:05:07 AM - update histdet - Redacted - Personally Identifying Information

KEY VALUE: 001622294A

NEW User Id: HZK (OLD: W\_CBP\_UK)

03/03/14 8:07:28 AM - update histdet - Redacted - Personally Identifying Information

KEY VALUE: 001622294A

NEW Esc Level: 1 (OLD: 0)

NEW Days: 1 (OLD: 0)

NEW Response Type: WC (OLD: WP)

NEW Subject: CONFLCI (OLD: WEBENQ)

NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

#### Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	03/03/14 13:07:28 EDT by Redacted - Personally Identifying Information
Polled	01/03/14 09:35:00 EDT
Added	01/03/14 09:35:00 by
Batched	03/03/14 13:07:47 EDT
Posted	07/03/14 20:00:10 EDT
Elapsed Time	In 05:00:00 out 22:32:47
Total Time in Contact	00:00:0

CONFIDENTIAL

SPD-NY 0083978

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6030



## 001622404A Contact Details

Primary contact received by Telephone on 03/03/14 Closed on Call processed 04/03/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001622404  
Lang Type: SV-SE  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: User issue

Investigation Concl.:

Location: SWEDEN  
Foil Lot: CSW625/1SC  
Box Expiry: 2016-08  
Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim:

Not sure when P due, maybe 28 FEB. Got VPG 2-3, is it ACC? Not EMU. AD need  
EMU, can get less WKs if not. Even if use EMU CI is 92%ACC. PG/NOT PG result is  
+99%ACC from D P due. See midwife/DR.

### Short Notes

Response: Closed on Call Batch: 92660 Letterhead: 1

Enclosures:

Forms:

Instruction

Label

Checks:

.00

.00

CONFIDENTIAL

SPD-NY 0083979

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6031

Envelope	
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 04/03/14

Attachments

File Name	Size	Description
001622404A.wav	400k	

Times

User	Description	State Date/Time	Elapsed Time
HZK	Time In Contact	03/03/14	00:06:0

Audit Log

03/03/14 4:08:44 AM - insert histdet

KEY VALUE: 001622404A

NEW Received: 03/03/14 (OLD: ?)

NEW Foil: CSW625/1SC

NEW Mfg Date: 31/08/16 (OLD: ?)

NEW Esc Level: 1

NEW Report Period: 201403

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: NR

NEW Subject: CONFLCI

Redacted - Personally Identifying

Re Information

Identifying information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally  
Identifying Information

04/03/14 09:36:30 EDT by

03/03/14 09:02:38 EDT

03/03/14 09:02:38 EDT by

04/03/14 07:31:12 EDT

07/03/14 20:00:10 EDT

In 00:00:00 out 22:28:34

00:00:0

Redacted

Personally

Identifying

Information

Information

Information

Information

Information

CONFIDENTIAL

SPD-NY 0083980

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6032



## 001622639A Contact Details

Primary contact received by Telephone on 03/03/14 Closed on Call processed 04/03/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001622639  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Occurred:

Subject: Conflicts with dr dates, test or  
dates

Conclusion: An investigation is required

Investigation Concl.:

Location: UNITED KINGDOM

Foil Lot: MEN629/1SB

Box Expiry: 2016-08

Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim:

CN doing IVF, 6 Ds ago got PG 2-3, today, EMU, PG 1-2, T again 2 Hrs later, PG 1-2.  
am I MISCA? ad. expl urine sample, see dr, hormones may be going down. cannot  
use it to track a PG, ACC

### Short Notes

Response: Closed on Call Batch: 92660 Letterhead: 1

Enclosures:

Forms:

Instruction

Label

Checks:

.00

.00

CONFIDENTIAL

SPD-NY 0083981

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6033

Envelope  
Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 04/03/14

## Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001622639A.wav	335k	

## Times

<u>User</u>	<u>Description</u>	<u>State</u>	<u>Date/Time</u>	<u>Elapsed Time</u>
Redacted - [REDACTED]	Time In Contact		03/03/14	00:05:1

## Activity Log

03/03/14 7:46:12 AM - insert histdet - KEY VALUE: 001622639A NEW Received: 03/03/14 (OLD: ?) NEW Foil: MEN629/1SB NEW Mfg Date: 31/08/16 (OLD: ?) NEW Esc Level: 1 NEW Report Period: 201403 NEW Product: CBDP09 NEW Qty: 1 (OLD: 0) NEW Response Type: NR NEW Subject: CONFLCI NEW Conclusion: NA NEW User Id: GXG	Redacted - Personally Identifying Information
---	--

27/03/14 6:58:40 AM - update histdet - KEY VALUE: 001622639A

Redacted - Personally Identifying Information

## Owner/Dates/Times

Current Owner	Redacted - Personally	Redacted - Personally
Last Changed	27/03/14 10:58:40 EDT by	Redacted - Personally
Polled	03/03/14 12:40:53 EDT.	Redacted - Personally
Added	03/03/14 12:40:53 EDT by	Redacted - Personally
Batched	04/03/14 07:31:12 EDT	Identify
Posted	07/03/14 20:00:10 EDT	
Elapsed Time	In 00:00:00 out 18:50:19	
Total Time in Contact	00:00:0	

CONFIDENTIAL

SPD-NY 0083982

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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**JA6034**



## 001623332A Contact Details

Primary contact received by Telephone on 05/03/14 Closed on Call processed 06/03/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001623332  
Lang Type: EN-AU  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Occurred:

Subject: Conflicts with dr dates, test or  
dates

Conclusion: Track issue

Investigation Concl.:

Location: AUSTRALIA  
Foil Lot: NOLOT

Misc Item:

Box Expiry:  
Kit Lot:

Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: 1-2 when hcg in blood 110, now a week later this am 2-3 on t, went to dr and on scan  
no fetus visible just thick womb, took blood t but no result yet, drank a lot before t  
again when she came home now 1-2, misc? AD: could be due to dilute and no emu,

### Short Notes

Response: Closed on Call Batch: 92743 Letterhead: 1

Enclosures:

Forms:

Instruction

Label

Checks:

.00

.00

CONFIDENTIAL

SPD-NY 0083983

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6035

Envelope	
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 06/03/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001623332A.wav	372k	

Times

<u>User</u>	<u>Description</u>	<u>State</u>	<u>Date/Time</u>	<u>Elapsed Time</u>
Redacted - Personally Identifying Information	Time In Contact		05/03/14	00:02:3

Audit Log

05/03/14 5:45:38 AM - insert histdet - Redacted - Personally Identifying Information  
KEY VALUE: 001623332A  
NEW Received: 05/03/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally	Redacted
Last Changed	06/03/14 07:57:53 EDT by	Redacted
Polled	05/03/14 10:42:56 EDT.	Personall
Added	05/03/14 10:42:56 EDT by	Identifyin
Batched	06/03/14 07:31:08 EDT	g
Posted	07/03/14 20:00:10 EDT	Information
Elapsed Time	In 00:00:00 out 20:48:12	
Total Time in Contact	00:00:0	



CONFIDENTIAL

SPD-NY 0083984

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6036



## 001624280A Contact Details

Primary contact received by Telephone on 10/03/14 Closed on Call processed 11/03/14 Follow Up  
Required? N Status:

Primary Customer

Account No: 001624280  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: GERMANY  
Foil Lot: NOLOT

Box Expiry:  
Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: knows she is pg, wanted to use to track pg and expected pg2-3 today but ts showed 1  
-2. ad: consult gp, not for tracking pg

### Short Notes

Response: Closed on Call Batch: 92859 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 11/03/14

CONFIDENTIAL

SPD-NY 0083985

Church & Dwight v. SPD  
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JA6037

Attachments

File Name	Size	Description
001624280A.wav	172k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted - Personally Identifying Information	Time In Contact	10/03/14	00:02:0

Audit Log

10/03/14 3:53:51 AM - insert histdet  
KEY VALUE: 001624280A  
NEW Received: 10/03/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: NA

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

27/03/14 7:22:55 AM - update histdet  
KEY VALUE: 001624280A  
NEW Conclusion: TRACK (OLD: NA)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	27/03/14 11:22:55 EDT by Redacted - Personally Identifying Information
Polled	10/03/14 08:51:46 EDT by Redacted - Personally Identifying Information
Added	10/03/14 08:51:46 EDT by Redacted - Personally Identifying Information
Batched	11/03/14 06:31:02 EDT
Posted	14/03/14 19:00:00 EDT
Elapsed Time	In 00:00:00 out 22:39:16
Total Time in Contact	00:00:3



## 001624455A Contact Details

Primary contact received by Web Form on 10/03/14 Online Enquiry Completed processed 11/03/14  
Follow Up Required? **N** Status: **Complaint Complete**  
Primary Customer

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SPD-NY 0083986

Church & Dwight v. SPD  
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JA6038

Account No: 001624455  
 Lang Type: EN-GB  
 Cust Type: Consumer  
 Region:

**General**

Report Period: 201403  
 Severity

Source: Pharmacy  
 Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
 Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
 dates

Occurred:

Conclusion: Track issue

Location: UNITED KINGDOM  
 Foil Lot: NOLOT

Investigation Concl.:

Box Expiry:  
 Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: T1 EMU 3+, T2 EMU 2 days later EMU 2-3, T3 3+. AD not designed to track preg,  
 can showed unexpected results if testing on consecutive days. Contact DR.

**Short Notes****General Notes**

[10/03/2014 17:49:14 Email Import] i used the clear blue digital with conception indicator 2 days ago using my first morning urine and it said 3 plus weeks then today i used my first morning urine and it said 2-3 weeks so i tested again with a new test with fresh urine an hour later and it said second 3+ again which one is more accurate should i go with the higher reading

Response: Online Enquiry Completed Batch: 92867 Letterhead: 13

Enclosures:

Forms:

Checks:

Instruction

.00

Label

.00

Envelope

Letter 1

Check

Chk Req

Total Value:

Coupon

0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 11/03/14

Redacted - Personally  
 Identifying Information

Thank you for your Clearblue online enquiry: 001624455A

CONFIDENTIAL

SPD-NY 0083987

Church & Dwight v. SPD  
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JA6039

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

The Conception Indicator is 92% accurate when testing with the first urine of the day. This estimate is based on the level of hCG in your urine. The level of hCG fluctuates as it rises and it is therefore possible that the Clearblue Conception Indicator will give unexpected results, especially if you test on consecutive days.

The test is not designed to track pregnancy. It is a pregnancy test that gives you an additional piece of information – once you have a “pregnant” result we advise you to see your doctor and not to perform any further tests.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001624455A

Clearblue Team

W\_CBP\_UK/cl  
001624455A

---

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

#### Times

User	Description	State Date/Time	Elapsed Time
Redact	Time In Contact	11/03/14	00:09:3

#### Audit Log

10/03/14 1:49:16 PM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001624455A  
NEW Received: 03/10/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201403  
NEW Product: MISC  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN

Redacted - Personally Identifying

CONFIDENTIAL

SPD-NY 0083988

Church & Dwight v. SPD  
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11/03/14 3:22:31 AM - update histdet - 

Redacted - Personally Identifying Information

  
KEY VALUE: 001624455A  
NEW User Id: JXV (OLD: W\_CBP\_UK)

11/03/14 3:32:12 AM - update histdet - 

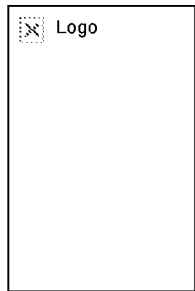
Redacted - Personally Identifying Information

  
KEY VALUE: 001624455A  
NEW Esc Level: 1 (OLD: 0)  
NEW Product: CBDP09 (OLD: MISC)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times	<div>Redacted - Personally Identifying Information</div>	<div>Redacted - Personally Identifying Information</div>
Current Owner		
Last Changed	11/03/14 07:32:12 EDT by	<div>Redacted - Personally Identifying Information</div>
Polled	10/03/14 17:49:14 EDT.	
Added	10/03/14 17:49:14 by	
Batched	11/03/14 07:32:24 EDT	
Posted	14/03/14 19:00:00 EDT	
Elapsed Time	In 04:00:00 out 09:43:10	
Total Time in Contact	00:00:1	



## 001624703A Contact Details

Primary contact received by Telephone on 11/03/14 Closed on Call processed 12/03/14 Follow Up  
Required? **N** Status:  
Primary Customer

Account No:	001624703
Lang Type:	EN-GB
Cust Type:	Pharmacy
Region:	

General			
Report Period:	201403	Source:	
Severity		Priority:	0

CONFIDENTIAL

SPD-NY 0083989

Church & Dwight v. SPD  
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**Primary Issue**

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	User issue
Location:	UNITED KINGDOM	Investigation Concl.:	
Foil Lot:	NOLOT	Misc Item:	
Box Expiry:		Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	CN has 1 t 1-2 and the other 2-3. But no other info if VPG or emu, etc etc. AD: expl can be normal, expl acc, expl thresholds, get CN to ring herself, do not reimburse CN.		

**Short Notes**

Response: Closed on Call Batch: 92919 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 12/03/14

**Attachments**

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001624703A.wav	296k	

**Times**

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
PMM	Time In Contact	11/03/14	00:01:4

**Audit Log**

11/03/14 4:26:40 AM - insert histdet -  
KEY VALUE: 001624703A  
NEW Received: 11/03/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201403

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083990

Church & Dwight v. SPD  
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JA6042

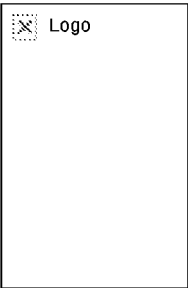
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER

Redacted - Personally

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
ed - Personally Identifying  
Person  
12/03/14 08:05:28 EDT by Personally  
11/03/14 08:24:55 EDT. Identifying  
11/03/14 08:24:55 EDT by Information  
12/03/14 06:31:11 EDT  
14/03/14 19:00:00 EDT  
In 00:00:00 out 22:06:16  
00:00:0



001625441A Contact Details

Primarycontact received by Telephoneon 13/03/14 Closed on Call processed 14/03/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001625441  
Lang Type: NL-NL  
Cust Type: Consumer  
Region:

General

Report Period: 201403  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Product Age (m):  
Item/UPC:  
Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or  
dates  
Conclusion: Track issue  
Investigation Concl.:  
Location: HOLLAND

CONFIDENTIAL

SPD-NY 0083991

Foil Lot: NOLOT  
Box Expiry:  
Kit Lot:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: 2-3 weeks in emu dip for about 5 sec only as she took out after egg timer came up, dr confirmed 6 weeks pg, is too little urine reason for not 3+? AD: dip for less than 20 sec shouldn't have interfered, 92% acc, normal when hcg too high

Short Notes

Response: Closed on Call Batch: 93000 Letterhead: 1

Enclosures:

Forms:  
Instruction  
Label  
Envelope  
Letter  
Check  
Chk Req  
Coupon

Checks:

.00  
  
.00  
  
  
  
Total Value:  
0.00

Letter Custom? N Date: 14/03/14

Attachments

File Name	Size	Description
001625441A.wav	405k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted	Time In Contact	13/03/14	00:04:0

Audit Log

13/03/14 7:18:58 AM - insert histdet -  
KEY VALUE: 001625441A  
NEW Received: 13/03/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally  
Identifying Information

Redacted - Personally

Owner/Dates/Times

CONFIDENTIAL

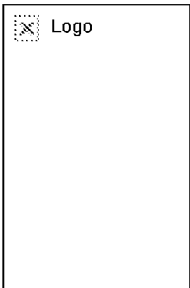
SPD-NY 0083992

Church & Dwight v. SPD  
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JA6044



Current Owner	Redacted - Personally Identifying Information	
Last Changed	14/03/14 10:08:54 EDT by	Redacted - Personally Identifying Information
Polled	13/03/14 11:14:54 EDT.	
Added	13/03/14 11:14:54 EDT b	
Batched	14/03/14 06:31:02 EDT	
Posted	14/03/14 19:00:00 EDT	
Elapsed Time	In 00:00:00 out 19:16:08	
Total Time in Contact	00:00:0	



001625732A Contact Details

Primarycontact received by Telephoneon 14/03/14 Closed on Call processed 17/03/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001625732
Lang Type:	SV-SE
Cust Type:	Consumer
Region:	

General

Report Period:	201403	Source:	
Severity		Priority:	0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
		Occurred:	
Subject:	Conflicts with dr dates, test or dates	Conclusion:	User issue
		Investigation Concl.:	
Location:	SWEDEN	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:			

CONFIDENTIAL

SPD-NY 0083993

T1 9th march 2-3 weeks EMU, T2 10th 3, 14th 2-3 EMU. AD 92% accurate if using EMU. CN did IVF 24th FEB and is worried. AD if really need to retest, do it in 5 days time with EMU. Results can look like this if using non EMU.

### Short Notes

Response: Closed on Call Batch: 93025 Letterhead: 1

#### Enclosures:

#### Forms:

#### Checks:

Instruction

.00

Label

.00

Envelope

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 17/03/14

### Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001625732A.wav	486k	

### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted	Time In Contact	14/03/14	00:05:1

### Audit Log

14/03/14 4:56:53 AM - insert histdet - Redacted - Personally Identifying Information  
 KEY VALUE: 001625732A  
 NEW Received: 14/03/14 (OLD: ?)  
 NEW Foil: NOLOT  
 NEW Esc Level: 1  
 NEW Report Period: 201403  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: NR  
 NEW Subject: CONFLCI  
 NEW Conclusion: USER

Redacted - Personally  
Identifying Information

### Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	19/03/14 13:11:12 EDT by Redacted - Personally Identifying Information
Polled	14/03/14 08:51:37 EDT
Added	14/03/14 08:51:37 EDT by Redacted - Personally Identifying Information
Batched	17/03/14 06:30:58 EDT
Posted	21/03/14 19:00:01 EDT
Elapsed Time	In 00:00:00 out 21:39:21
Total Time in Contact	00:00:0

CONFIDENTIAL

SPD-NY 0083994

Church & Dwight v. SPD  
 14-CV-585 (AJN)  
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JA6046



## 001625999A Contact Details

Primary contact received by Telephone on 14/03/14 Closed on Call processed 03/04/14 Follow Up  
Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00589822  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue  
Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer is passed her expected period date. She tested 3/13/14 in the evening and saw Pregnant 2-3. She tested again 3/14/14 without using first morning urine and got Pregnant 1-2.

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

Forms:  
Instruction

Checks:  
.00

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SPD-NY 0083995

Church & Dwight v. SPD  
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JA6047

Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

17/03/14 2:34:31 AM - insert histdet  
KEY VALUE: 001625999A  
NEW Received: 03/14/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

ng

Redacted - Personally

Redacted -

Redacted - Personally Identifying Information

25/03/14 2:37:06 AM - update histdet -  
KEY VALUE: 001625999A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

03/04/14  
03/04/14  
In out

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SPD-NY 0083996

Church & Dwight v. SPD  
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JA6048



## 001626166A Contact Details

Primary contact received by Telephone on 17/03/14 Closed on Call processed 18/03/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001626166  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Occurred:

Subject: Conflicts with dr dates, test or  
dates

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM

Foil Lot: CEN554/5SA

Box Expiry: 2015-02

Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: 1-2 weeks last monday, this monday 1-2 still, in emu, o on 23/ FEB( detected with  
DOT) AD: chk validty, not 100 %, see dr if concerend

### Short Notes

Response: Closed on Call Batch: 93068 Letterhead: 1

Enclosures:

Forms:

Instruction

Label

Envelope

Checks:

.00

.00

CONFIDENTIAL

SPD-NY 0083997

Church & Dwight v. SPD  
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JA6049

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 18/03/14

#### Attachments

File Name	Size	Description
001626166A.wav	697k	

#### Times

User	Description	State Date/Time	Elapsed Time
Redacted	Time In Contact	17/03/14	00:07:5

#### Audit Log

17/03/14 7:35:40 AM - insert histdet - Redacted - Personally Identifying Information

KEY VALUE: 001626166A

NEW Received: 17/03/14 (OLD: ?)

NEW Foil: CEN554/5SA

NEW Mfg Date: 02/02/15 (OLD: ?)

NEW Esc Level: 1

NEW Report Period: 201403

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: NR

NEW Subject: CONFLCI

NEW Conclusion: TRACK

Redacted - Personally Identifying Information

17/03/14 7:36:30 AM - insert custphone Redacted - Personally Identifying Information

KEY VALUE: 1626166 1

NEW By: JZI

NEW By: JZI

NEW Customer: 1626166 (OLD: 0)

NEW Added: 17/03/14 (OLD: ?)

NEW Changed: 17/03/14 (OLD: ?)

NEW Phone: 0442088023409

NEW Seq: 1 (OLD: 0)

#### Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying Information

19/03/14 13:14:12 EDT by

17/03/14 11:27:46 EDT.

17/03/14 11:27:46 EDT by

18/03/14 06:30:51 EDT

21/03/14 19:00:01 EDT

In 00:00:00 out 19:03:05

00:00:0

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0083998

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JA6050



## 001626338A Contact Details

Primary contact received by Social Media on 17/03/14 Closed on Call processed 24/03/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00590395  
 Lang Type: EN-US  
 Cust Type: Consumer  
 Region:

### General

Report Period: 201403  
 Severity

Source:  
 Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
 Conception Indicato  
 Item/UPC: Clearblue Digital Pregnancy  
 Test with weeks  
 Subject: Conflicts with dr dates, test or  
 dates  
 Product Age (m):  
 Pkg Code:  
 Occurred:  
 Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
 Foil Lot: NOLOT  
 Box Expiry:  
 Kit Lot: NONE

Misc Item:  
 Misc Date:  
 Escalation Level: 1  
 FOC: 1  
 Product Return:  
 Occurrences:

Evidence:  
 Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook, no reference #. She stated: 'What levels does your Weeks Estimator show?? I've heard it's 1-2 is 25-200, 2-3 is 200-2000, 3+ is 2000+ but that CANT be right because I am well over 3000+ (yes blood test

### Short Notes

### General Notes

) and it is STILL showing 2-3 weeks.'

Response: Closed on Call Batch: 1 Letterhead: 1

CONFIDENTIAL

SPD-NY 0083999

Church & Dwight v. SPD  
 14-CV-585 (AJN)  
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JA6051

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date:

**Audit Log**

18/03/14 2:34:26 AM - insert histdet

KEY VALUE: 001626338A

NEW Received: 03/17/14 (OLD: ?)

NEW Foil: NOLOT

NEW Other: NONE

NEW Kit: NONE

NEW Esc Level: 1

NEW Report Period: 201403

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: P

NEW Subject: CONFLCI

NEW Conclusion: PRECONCL

Redacted - Personally

Redacted - Personally Identifying Information

24/03/14 2:34:25 AM - update histdet

KEY VALUE: 001626338A

NEW Investigation: OTHER

NEW Response Type: NR (OLD: P)

NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

**Owner/Dates/Times**

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

18/03/14 02:34:25 EDT by

24/03/14

24/03/14

In out

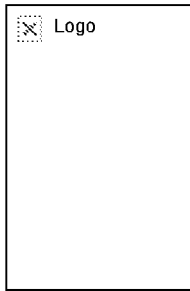
CONFIDENTIAL

SPD-NY 0084000

Church & Dwight v. SPD  
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JA6052





## 001626614A Contact Details

Primary contact received by Web Form on 18/03/14 **Online Enquiry Completed** processed 19/03/14  
Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: 001626614  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source: Other  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: An investigation is required

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: MEN611/2

Misc Item:

Box Expiry:  
Kit Lot:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:  
Store

Verbatim: Did T on Monday and result was PG 1-2. She had a midwife appointment today and was dated as 6 weeks. Why?

### Short Notes

#### General Notes

[18/03/2014 21:35:01 Email Import] Hi

I would like to advise you that I am extremely unsatisfied with your clear blue digital tests. I did a test on Monday to try and see how far along I was and it stated I was 1-2 weeks. However, I had a midwife appointment today and she has advised me that I am actually 6 weeks?! How is this even possible?!

CONFIDENTIAL

SPD-NY 0084001

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1329 of 1452

JA6053

Regards

Sam Gaskell

Response: Online Enquiry Completed Batch: 93142 Letterhead: 13

Enclosures:

Forms:

Checks:

Instruction

.00

Label

.00

Envelope

Letter 1

Check

Chk Req

Total Value:

Coupon

0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 19/03/14

Dear [Redacted -  
Personally Identifying Information]

Thank you for your Clearblue online enquiry: 001626614A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

The Conception Indicator is 92% accurate at detecting when conception occurred provided that the first urine of the day is used. This estimate is based on the level of hCG in your urine.

Your midwife will date your pregnancy from the first day of your last period and not from when you conceived.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

[Redacted - Personally Identifying Information]

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001626614A

Clearblue Team

W\_CBP\_UK/cl  
001626614A

---

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

CONFIDENTIAL

SPD-NY 0084002

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1330 of 1452

JA6054

Times		State Date/Time	Elapsed Time
User	Description		
Redacted	Time In Contact	19/03/14	00:00:1
Audit Log			
18/03/14 5:35:01 PM - insert histdet - webspeed (webspeed)			
KEY VALUE: 001626614A			
NEW Received: 03/18/14 (OLD: ?)			
NEW Foil: MEN611/2			
NEW Esc Level: 0			
NEW Report Period: 201403			
NEW Product: CBDP09			
NEW Qty: 1 (OLD: 0)			
NEW Response Type: WP			
NEW Subject: WEBENQ			
NEW Conclusion: ASSIGN			
Redacted - Personally Identifying Information		Redacted - Personally Identifying Information	
19/03/14 3:28:33 AM - update histdet			
KEY VALUE: 001626614A			
Redacted - Personally Identifying Information		Redacted - Personally Identifying Information	
Redacted - Personally Identifying Information		Redacted - Personally Identifying Information	
19/03/14 7:35:02 AM - update histdet - Ling Cowell (LAC)			
KEY VALUE: 001626614A			
NEW Esc Level: 1 (OLD: 0)			
NEW Days: 1 (OLD: 0)			
NEW Response Type: WC (OLD: WP)			
NEW Subject: CONFLCI (OLD: WEBENQ)			
NEW Conclusion: INVESTIG (OLD: ASSIGN)			
Redacted - Personally Identifying Information		Redacted - Personally Identifying Information	
Owner/Dates/Times			
Current Owner		Redacted - Personally Identifying Information	
Last Changed		19/03/14 11:35:02 EDT by Redacted - Personally Identifying Information	
Polled		18/03/14 21:35:01 EDT.	
Added		18/03/14 21:35:01 by Redacted - Personally Identifying Information	
Batched		19/03/14 11:37:35 EDT	
Posted		21/03/14 19:00:01 EDT	
Elapsed Time		In 04:00:00 out 10:02:34	
Total Time in Contact		00:00:3	



## 001627028A Contact Details

Primary contact received by Social Media on 19/03/14 Closed on Call processed 24/03/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00591536  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Amazon on 2/25/2014. She stated: 'I used this test 2 times. One time it gave me a faults negative then I got a positive. The weeks estimator part told me i was 2 to 3 weeks pregnant. When I got my appointment I

### Short Notes

### General Notes

actually was 8 weeks pregnant.'

Response: Closed on Call Batch: 1 Letterhead: 1

CONFIDENTIAL

SPD-NY 0084004

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6056

Enclosures:

Forms:

Checks:

Instruction  
Label  
Envelope  
Letter  
Check  
Chk Req  
Coupon

.00  
  
.00  
  
  
  
Total Value:  
0.00

Letter Custom? N Date:

Audit Log

20/03/14 2:34:33 AM - insert histdet -  
KEY VALUE: 001627028A  
NEW Received: 03/19/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

24/03/14 2:34:27 AM - update histdet -  
KEY VALUE: 001627028A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

20/03/14 02:34:27 EDT  
24/03/14  
24/03/14  
In out

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084005

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1333 of 1452

JA6057



## 001628032A Contact Details

Primary contact received by Web Form on 24/03/14 Online Enquiry Completed processed 25/03/14  
Follow Up Required? **N** Status: **Enquiry Complete**

### Primary Customer

Account No: 001628032  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source: TV Advert  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: An investigation is required

Investigation Concl.:

Location: GERMANY  
Foil Lot: MGE608/2SA  
Box Expiry:  
Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: get pg 2-3 but thinks should be 3+. aD: consult gp

### Short Notes

#### General Notes

[24/03/2014 22:35:02 Email Import] Hallo,

Ich bin jetzt schwanger 6+3 oder 6+4 und bekomme immer noch die Anzeige schwanger 2-3. Kann das ein Hinweis darauf sein dass mit der Schwangerschaft etwas nicht in Ordnung ist? Ich möchte doch eigentlich die Anzeige 3+ bekommen.

Vielen Dank!

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0084006

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1334 of 1452

JA6058

Response: Online Enquiry Completed Batch: 93290 Letterhead: 14

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter 1

Check

Chk Req

Coupon

Total Value:

0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 25/03/14

Sehr geehrte Frau

Redacted -  
Personally

Wir danken Ihnen für Ihre Online-Anfrage bezüglich Clearblue.

Wir hoffen, dass Sie die folgenden Informationen nützlich finden. Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen:

Die Wochenbestimmung ist 92% zuverlässig, wenn der Test mit dem ersten Morgenurin durchgeführt wurde. Da Sie ein "Schwanger" Ergebnis erhalten haben empfehlen wir, dass Sie sich einen Arzt Termin machen.

Wenn Sie weitere Informationen erwünschen ist der Clearblue Beratungsservice für Ihre Fragen und einem vertraulichen Gespräch zwischen 8.00 Uhr bis 16.00 Uhr Mo-Fr erreichbar, außer an Feiertagen.  
<

Redacted - Personally Identifying  
Information

Anrufe sind kostenlos und werden für Trainingszwecke und zur Qualitätskontrolle aufgezeichnet.<

Sollten Sie uns erneut kontaktieren geben Sie bitte die Referenznummer Ihrer Anfrage an:  
001628032A

Redacted - Personally Identifying  
Information

Clearblue Beratungsservice

W\_CBP\_GER/cl  
001628032A

CONFIDENTIAL

SPD-NY 0084007

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1335 of 1452

JA6059

Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen. Diese Antwort stellt keine medizinische Aussage dar und Sie sollten sofort Ihren Arzt aufsuchen, falls Sie sich irgendwelche Sorgen machen.

#### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
VAP	Time In Contact	25/03/14	00:02:3

#### Audit Log

24/03/14 6:35:02 PM - insert histdet - webspeed (webspeed)

KEY VALUE: 001628032A

NEW Received: 03/24/14 (OLD: ?)

NEW Foil: MGE608/2SA

NEW Esc Level: 0

NEW Report Period: 201403

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

Redacted - Personally Identifying Information

25/03/14 3:52:20 AM - update histdet -

KEY VALUE: 001628032A

Redacted - Personally Identifying Information

25/03/14 3:54:59 AM - update histdet -

KEY VALUE: 001628032A

NEW Esc Level: 1 (OLD: 0)

NEW Days: 1 (OLD: 0)

NEW Response Type: WC (OLD: WP)

NEW Subject: CONFLCI (OLD: WEBENQ)

NEW Conclusion: INVESTIG (OLD: ASSIGN)

Redacted - Personally Identifying Information

#### Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying Information

25/03/14 07:54:59 EDT by

24/03/14 22:35:02 EDT.

24/03/14 22:35:02 by

25/03/14 07:55:14 EDT

28/03/14 19:00:01 EDT

In 04:00:00 out 05:20:12

00:00:0

Redacted - Personally Identifying Information

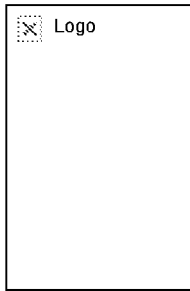
CONFIDENTIAL

SPD-NY 0084008

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1336 of 1452

JA6060





## 001628269A Contact Details

Primary contact received by Telephone on 25/03/14 Closed on Call processed 26/03/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001628269  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Occurred:

Subject: Conflicts with dr dates, test or  
dates

Conclusion: Track issue

Investigation Concl.:

Location: GERMANY  
Foil Lot: NOLOT

Misc Item:

Box Expiry:  
Kit Lot:

Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: pg 7 weeks, taking t over the last 2 weeks and not going up to 3+, t in emu, AD :  
explained 92 %, has dr app tomorrow, stop using t as pg tracker

### Short Notes

Response: Closed on Call Batch: 93317 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

.00

Envelope

CONFIDENTIAL

SPD-NY 0084009

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1337 of 1452

JA6061

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 26/03/14

Attachments

File Name	Size	Description
001628269A.wav	394k	

Times

User	Description	State Date/Time	Elapsed Time
JZI	Time In Contact	25/03/14	00:06:3

Audit Log

25/03/14 4:48:04 AM - insert histdet -  
KEY VALUE: 001628269A  
NEW Received: 25/03/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally  
Identifying Information

Redacted -  
Personally  
Identifying

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	
Last Changed	26/03/14 08:20:01 EDT by
Polled	25/03/14 08:41:30 EDT. Redacted - Personally Identifying Information
Added	25/03/14 08:41:30 EDT by
Batched	26/03/14 06:31:06 EDT
Posted	28/03/14 19:00:01 EDT
Elapsed Time	In 00:00:00 out 21:49:36
Total Time in Contact	00:00:0

Logo

CONFIDENTIAL

SPD-NY 0084010

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6062

## 001629444A Contact Details

Primary contact received by Telephone on 28/03/14 Closed on Call processed 31/03/14 Follow Up Required? **N** Status:

Primary Customer

Account No: 001629444  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

### General

Report Period: 201403  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:  
Conclusion: Track issue

Investigation Concl.:

Location: GERMANY  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: CN took t yday (non emu) and had PG 2-3, o is 20d ago. Went to GP tday and blood t was only 92 miu. AD: expl hormone may fluctuate but may also have decreased, talk to GP.

### Short Notes

Response: Closed on Call Batch: 93444 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:  
0.00

Letter Custom? **N** Date: 31/03/14

CONFIDENTIAL

SPD-NY 0084011

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6063

Attachments

File Name	Size	Description
001629444A.wav	521k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted - [REDACTED]	Time In Contact	28/03/14	00:04:0

Audit Log

28/03/14 8:48:21 AM - insert histdet  
KEY VALUE: 001629444A  
NEW Received: 28/03/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201403  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

31/03/14 07:45:34 EDT by  
28/03/14 12:44:09 EDT  
28/03/14 12:44:09 EDT by  
31/03/14 06:31:01 EDT  
04/04/14 20:00:10 EDT  
In 00:00:00 out 17:46:52  
00:00:0

Redacted - Personally Identifying Information

Logo

001631679A Contact Details

Primarycontact received by Web Form on 07/04/14 Online Enquiry Completed processed 08/04/14  
Follow Up Required? N Status: Complaint Complete  
Primary Customer

Account No: 001631679  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

CONFIDENTIAL

SPD-NY 0084012

**General**

Report Period: 201404 Source: TV Advert  
Severity Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato Product Age (m): 1  
Item/UPC: Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or  
dates Conclusion: An investigation is required  
Investigation Concl.:  
Location: GERMANY  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: pg result 2-3, gp says 5 wks. aD: consult gp, expl how ts and gp count

**Short Notes****General Notes**

[07/04/2014 17:05:00 Email Import] Hallo ich habe ihren digitalen schwangerschaftstest gemacht und dieser zeifte 2-3woche an...dr frauenarzt hingegen rechnet ab dem tag der periode also 5.woche zeigt ihr test den tag der enpfÄngnis an oder wie weit schwanger bin ich.liegt ihr Ergebnis genauer oder das des frauenarztes.bitte um eine antwort.lg sina

Response: Online Enquiry Completed Batch: 93727 Letterhead: 14

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 08/04/14

Sehr geehrte Frau Redacted

Wir danken Ihnen fÄ¼r Ihre Online-Anfrage bezÄ¼glich Clearblue.

Wir hoffen, dass Sie die folgenden Informationen nÄ¼tzlich finden. Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen:

Die Wochenbestimmung ist 92% zuverlÄ¼ssig, wenn der Test mit dem ersten Morgenurin durchgefÄ¼hrt wurde. Da Sie ein â€žschwangerâ€œ Ergebnis erhalten haben empfehlen wir, dass Sie sich einen Arzt

CONFIDENTIAL

SPD-NY 0084013

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1341 of 1452

JA6065

Termin machen.

Der Test datiert die Schwangerschaft ab dem Zeitpunkt der Empf ngnis, der Arzt wir die Schwangerschaft ab dem ersten Tag der letzten Periode berechnen.

Wenn Sie weitere Informationen erw nschen ist der Clearblue Beratungsservice f r Ihre Fragen und einem vertraulichen Gespr ch zwischen 8.00 Uhr bis 16.00 Uhr Mo-Fr erreichbar, au er an Feiertagen.  
<

Redacted - Personally  
Identifying Information

<  
Anrufe sind kostenlos und werden f r Trainingszwecke und zur Qualit tskontrolle aufgezeichnet.<

Sollten Sie uns erneut kontaktieren geben Sie bitte die Referenznummer Ihrer Anfrage an:  
001631679A

Redacted - Personally Identifying  
Information

Clearblue Beratungsservice

W\_CBP\_GER/cl  
001631679A

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Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen. Diese Antwort stellt keine medizinische Aussage dar und Sie sollten sofort Ihren Arzt aufsuchen, falls Sie sich irgendwelche Sorgen machen.

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
VAP	Time In Contact	08/04/14	00:10:1

Audit Log

07/04/14 1:05:00 PM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001631679A  
NEW Received: 04/07/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201404

CONFIDENTIAL

SPD-NY 0084014

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1342 of 1452

NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN  
NEW User Id: W\_CBP\_GER

08/04/14 2:35:49 AM - update histdet -  
KEY VALUE: 001631679A

Redacted - Personally  
Identifying Information

Redacted - Personally Identifying Information

08/04/14 2:46:04 AM - update histdet -  
KEY VALUE: 001631679A

Redacted - Personally  
Identifying Information

NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: INVESTIG (OLD: ASSIGN)

Redacted - Personally Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
Current Owner		
Last Changed	08/04/14 07:46:04 EDT by	
Polled	07/04/14 17:05:00 EDT.	
Added	07/04/14 17:05:00 by	
Batched	08/04/14 07:46:36 EDT	
Posted	11/04/14 20:00:07 EDT	
Elapsed Time	In 04:00:00 out 09:41:36	
Total Time in Contact	00:00:1	



## 001631854A Contact Details

Primarycontact received by E mail on 08/04/14 E-mail processed 08/04/14 Follow Up Required? N Status:  
Primary Customer

Account No:	001631854
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

CONFIDENTIAL

SPD-NY 0084015

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1343 of 1452

JA6067

**General**

Report Period: 201404 Source:  
Severity Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue  
Investigation Concl.:  
Location: USA  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: NOTES. E-mail rcvd through product support inbox. CN asking why CI shows 2-3 only, when should show 3+. Currently 6 weeks pregnant. AD standard CI response regarding accuracy and to see DR.

**Short Notes****General Notes**

Redacted - Personally Identifying Information

Sent: 08 April 2014 13:08  
To: SPD Product Support  
Subject: Clearblue week exterminate wrong

Hello I'm and currently 6 weeks today which makes 4 weeks .... And I took a test this morning with my first urine. The test came up 2-3 and not 3+ why is this

Response: E-mail Batch: 93746 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? Y Date: 08/04/14

CONFIDENTIAL

SPD-NY 0084016

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1344 of 1452

JA6068



From: SPD Product Support

Sent: 08 April 2014 14:31

Redacted - Personally

Subject: RE: Clearblue week exterminate wrong

Redacted -  
Personally

Thank you for your e-mail and for using our test.

The weeks indicator part of the test is 92% accurate when testing with the first urine of the day. This estimate is based on the level of hCG in your urine. The weeks since conception are an estimate only. Every woman is different and the rate at which hCG rises may vary from woman to woman. It is therefore possible that the weeks indicator might occasionally give misleading results, especially if you are testing more than 6 weeks since conception. In this case the level of hCG is too high for the test to provide an accurate estimate of the time since conception.

You can still rely on the 'Pregnant'/'Not pregnant' result - this remains more than 99% accurate from the day your period is due, regardless of the time of day the urine sample was obtained.

If you have any concerns about your pregnancy, we recommend that you speak to your doctor or midwife.

Yours sincerely,

Customer Support  
Clearblue Innovation Centre  
SPD Development Company  
Stannard Way  
Priory Business Park  
Bedford  
MK44 3UP  
UK

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted	Time In Contact	08/04/14	00:13:5

Audit Log

08/04/14 9:34:28 AM - insert histdet -

KEY VALUE: 001631854A

NEW Received: 08/04/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 1

NEW Report Period: 201404

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: E

NEW Subject: CONFLCI

NEW Conclusion: TRACK

Redacted - Personally Identifying  
Information

08/04/14 9:34:28 AM - insert histresp -

KEY VALUE: 001631854A

Redacted - Personally Identifying  
Information

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0084017

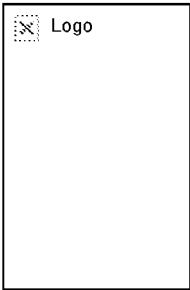
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Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally	
Last Changed	08/04/14 14:34:28 EDT by	Redacted - Personally
Polled	08/04/14 14:20:23 EDT	Identifying Information
Added	08/04/14 14:20:23 EDT by	
Batched	08/04/14 14:34:49 EDT	
Posted	11/04/14 20:00:07 EDT	
Elapsed Time	In out 00:14:26	
Total Time in Contact	00:00:1	



001632124A Contact Details

Primary contact received by Telephone on 08/04/14 Closed on Call processed 14/04/14 Follow Up Required? N Status: Complaint Complete  
Primary Customer

Account No: NA00600430  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201404  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT- Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy Test with weeks  
Subject: Conflicts with dr dates, test or dates  
Conclusion: Track issue  
Investigation Concl.: NOTOBV  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:

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SPD-NY 0084018

Evidence:

Occurrences:

Store

Verbatim:

SFDC Trend Code: 3168 Customer took one test 4/7/14 and got pregnant 3+ with first morning urine and one test 4/8/14 and got pregnant 2-3. Customer was concerned. Advised customer to consult with a doctor and that test is just an estimate.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Total Value:

Coupon

0.00

Letter Custom? N Date:

Audit Log

09/04/14 4:09:43 AM - insert histdet

KEY VALUE: 001632124A

NEW Received: 04/08/14 (OLD: ?)

NEW Foil: NOLOT

NEW Other: NONE

NEW Kit: NONE

NEW Esc Level: 1

NEW Report Period: 201404

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: P

NEW Subject: CONFLCI

NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally

14/04/14 9:08:22 AM - update histdet

KEY VALUE: 001632124A

NEW Investigation: NOTOBV

NEW Response Type: NR (OLD: P)

NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Redacted -  
Personally  
Identifying  
Information

Redacted - Personally Identifying

09/04/14

14/04/14

14/04/14

14:08:22 EDT by Persona

Redacted -

Personally

Identifying

Information

CONFIDENTIAL

SPD-NY 0084019

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Elapsed Time                      In     out  
Total Time in Contact



## 001632226A Contact Details

Primary contact received by Social Media on 08/04/14 Closed on Call processed 16/04/14 Follow Up  
Required? **N** Status: **Complaint Complete**

Primary Customer

Account No: NA00600803  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/3/2014. She  
stated: 'I recently took this test although it did say I was pregnant and that was  
accurate. I am definitely more than 2-3 weeks along. A urine test Can't tell you how  
far along you are

### Short Notes

### General Notes

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SPD-NY 0084020

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JA6072

. It can give you a good educated guess but that is it.'

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

**Audit Log**

09/04/14 4:09:46 AM - insert histdet  
KEY VALUE: 001632226A  
NEW Received: 04/08/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

16/04/14 9:02:28 AM - update histdet  
KEY VALUE: 001632226A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

**Owner/Dates/Times**

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

09/04/14 14:02:28 EDT  
16/04/14  
16/04/14  
In out

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084021

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JA6073



## 001633300A Contact Details

Primary contact received by Telephone on 11/04/14 Closed on Call processed 17/04/14 Follow Up  
Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00602657  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue

Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer tested last week (date unknown), getting  
Pregnant 3+. Pregnancy was confirmed by doctor. She tested again on 4/11/14,  
getting Pregnant 1-2. She was questioning results. Technical information was given.

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

### Enclosures:

### Forms:

Instruction  
Label

### Checks:

.00  
.00

CONFIDENTIAL

SPD-NY 0084022

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Envelope  
Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date:

Audit Log

14/04/14 9:08:28 AM - insert histdet  
KEY VALUE: 001633300A  
NEW Received: 04/11/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 2 (OLD: 0)  
NEW Response Type: P  
NEW Subject: 2+CBCONF  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

17/04/14 6:54:27 AM - update histdet  
KEY VALUE: 001633300A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Subject: CONFLCI (OLD: 2+CBCONF)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

14/04/14 11:54:27 EDT  
17/04/14  
17/04/14  
In out

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084023

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JA6075



## 001633761A Contact Details

Primary contact received by Telephone on 16/04/14 Closed on Call processed 25/04/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No:  
Lang Type: EN  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: RUSSIA  
Foil Lot: FORGOT

Misc Item:

Box Expiry:  
Kit Lot:

Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim:

Redacted - Personally  
Identifying Information

Cn was PG 4 wks ago, MISCA, 2 wk later got PG 2-3, today  
again, same result. done 15 Ts. when was the baby conceived? scan show PG 6  
wks. ad. see DR. recent PG may still affect result.

### Short Notes

Response: Closed on Call Batch: 94239 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

.00

CONFIDENTIAL

SPD-NY 0084024

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JA6076



Envelope	
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 25/04/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001633761A.wav	2135k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
GXG	Time In Contact	16/04/14	00:23:5

Audit Log

16/04/14 4:18:49 AM - insert histdet - KEY VALUE: 001633761A NEW Received: 16/04/14 (OLD: ?) NEW Foil: FORGOT NEW Esc Level: 1 NEW Report Period: 201404 NEW Product: CBDP09 NEW Qty: 1 (OLD: 0) NEW Response Type: NR NEW Subject: CONFLCI	Redacted - Personally Identifying Information
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Redacted - Personally Identifying  
Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	05/05/14 08:20:37 EDT by Redacted - Personally
Polled	16/04/14 08:54:47 EDT. Identifying
Added	16/04/14 08:54:47 EDT by Information
Batched	25/04/14 07:31:04 EDT
Posted	28/04/14 15:15:54 EDT
Elapsed Time	In 00:00:00 out 22:36:17
Total Time in Contact	00:00:2



CONFIDENTIAL

SPD-NY 0084025

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JA6077

## 001634522A Contact Details

Primary contact received by Telephone on 22/04/14 Closed on Call processed 25/04/14 Follow Up Required? **N** Status:

Primary Customer

Account No: 001634522  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: User issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: MEN631/5SA  
Box Expiry:  
Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: last p 12 mar, last week 3+, today 2-3 weeks, AD: chk validty, 92 % acc in emu, no pg  
tracker, see dr but no need to worry

### Short Notes

Response: Closed on Call Batch: 94239 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? **N** Date: 25/04/14

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SPD-NY 0084026

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JA6078

Attachments

File Name	Size	Description
001634522A.wav	335k	

Times

User	Description	State	Date/Time	Elapsed Time
Redacted - Personally Identifying Information	Time In Contact		22/04/14	00:04:4

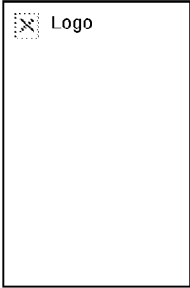
Audit Log

22/04/14 3:59:40 AM - insert histdet  
KEY VALUE: 001634522A  
NEW Received: 22/04/14 (OLD: ?)  
NEW Foil: MEN631/5SA  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER

Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
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Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information	
Last Changed	23/04/14 14:46:21 EDT by	Redacted - Personally Identifying Information
Polled	22/04/14 08:54:50 EDT.	
Added	22/04/14 08:54:50 EDT by	
Batched	25/04/14 07:31:04 EDT	
Posted	28/04/14 15:15:54 EDT	
Elapsed Time	In 00:00:00 out 22:36:14	
Total Time in Contact	00:00:0	



001634578A Contact Details

Primarycontact received by Telephoneon 22/04/14 Closed on Call processed 25/04/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001634578  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

CONFIDENTIAL

SPD-NY 0084027

**General**

Report Period: 201404 Source:  
Severity: Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or Conclusion: Not relevant  
dates  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: MEN631/2SA Misc Item:  
Box Expiry: 2016-10 Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: 5 Wks since last. Normal CL 28-30. OT gave surge 31 MAR/1 APR. Did T this am  
with EMU. STREAM PG 1-2. AD how DR dates PG, 92%ACC, see DR. Don't do any  
more of these Ts.

**Short Notes**

Response: Closed on Call Batch: 94239 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 25/04/14

**Attachments**

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001634578A.wav	696k	

**Times**

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
HZK	Time In Contact	22/04/14	00:07:5

**Audit Log**

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SPD-NY 0084028

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JA6080

22/04/14 5:43:29 AM - insert histdet  
KEY VALUE: 001634578A  
NEW Received: 22/04/14 (OLD: ?)  
NEW Foil: MEN631/2SA  
NEW Mfg Date: 31/10/16 (OLD: ?)  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: NA

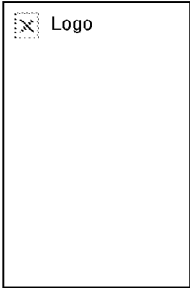
Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information  
23/04/14 14:42:55 EDT by  
22/04/14 10:35:31 EDT.  
22/04/14 10:35:31 EDT by  
25/04/14 07:31:04 EDT  
28/04/14 15:15:54 EDT  
In 00:00:00 out 20:55:33  
00:00:0

Redacted - Personally Identifying Information



001635534A Contact Details

Primarycontact received by Telephoneon 24/04/14 Closed on Call processed 25/04/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001635534  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General  
Report Period: 201404  
Severity  
Source:  
Priority: 0

Primary Issue  
Product: Product Age (m):

CONFIDENTIAL

SPD-NY 0084029

Clearblue Digital PT-  
Conception Indicato

Item/UPC: Pkg Code:  
Occurred:

Subject: Conflicts with dr dates, test or  
dates Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: MEN629/2SB  
Box Expiry:  
Kit Lot:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: 3 weeks since fertility treatment. Last Thursday Pregnant 1-2. Today EMU Pregnant 1  
-2. AD 92%, if want to re-test wait at least 5 days. Follow DRs advice.

## Short Notes

Response: Closed on Call Batch: 94239 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 25/04/14

## Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001635534A.wav	573k	

## Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted -	Time In Contact	24/04/14	00:07:1

## Audit Log

24/04/14 2:59:26 AM - insert histdet  
KEY VALUE: 001635534A  
NEW Received: 24/04/14 (OLD: ?)  
NEW Foil: MEN629/2SB  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR

Redacted - Personally Identifying Information

CONFIDENTIAL

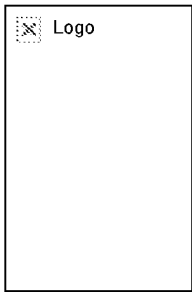
SPD-NY 0084030

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JA6082

NEW Subject: CONFLCI  
NEW Conclusion: TRACK  
Redacted - Personally  
Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information	
Current Owner		Redacted - Personally Identifying Information
Last Changed	25/04/14 09:22:12 EDT by	
Polled	24/04/14 07:52:14 EDT.	
Added	24/04/14 07:52:14 EDT by	
Batched	25/04/14 07:31:04 EDT	
Posted	28/04/14 15:15:54 EDT	
Elapsed Time	In 00:00:00 out 23:38:50	
Total Time in Contact	00:00:1	



001635661A Contact Details

Primarycontact received by Telephoneon 24/04/14 Closed on Call processed 25/04/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001635661
Lang Type:	IT-IT
Cust Type:	Consumer
Region:	

General		
Report Period:	201404	Source:
Severity		Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:		Pkg Code:
		Occurred:
Subject:	Conflicts with dr dates, test or dates	Conclusion: Not relevant
		Investigation Concl.:
Location:	ITALY	
Foil Lot:	CLL581/1SA	Misc Item:
Box Expiry:	2016-02	Misc Date:
Kit Lot:		Escalation Level:

Evidence:	FOC:	1
Store	Product Return:	N
Verbatim:	Occurrences:	

CL irregular, T 3 days before period due, not EMU, POS 1-2, again T today NOT EMU, stream ? pos 1-2 I think it should be 4 weeks, had miscarriage in December.Ad: VPG, pos result more than 99%, conception indicator 92% with Emu, any doubt talk with doctor.

Short Notes

Response: Closed on Call Batch: 94239 Letterhead: 1

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	.00
	Envelope	
	Letter	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Custom? N Date: 25/04/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001635661A.wav	527k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
CXE	Time In Contact	24/04/14	00:07:5

Audit Log

24/04/14 9:34:36 AM - insert histdet KEY VALUE: 001635661A NEW Received: 24/04/14 (OLD: ?) NEW Foil: CLL581/1SA NEW Mfg Date: 28/02/16 (OLD: ?) NEW Esc Level: 1 NEW Report Period: 201404 NEW Product: CBDP09 NEW Qty: 1 (OLD: 0) NEW Response Type: NR NEW Subject: CONFLCI NEW Conclusion: NA	Redacted - Personally Identifying Information
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Redacted - Personally Identifying Information

Owner/Dates/Times

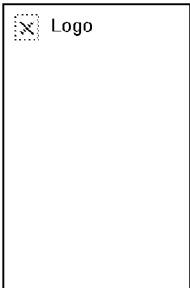
Current Owner	Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
Last Changed	25/04/14 09:15:59 EDT by	

CONFIDENTIAL

SPD-NY 0084032



Polled	24/04/14 14:26:38 EDT.	Redacted - Personally Identifying
Added	24/04/14 14:26:38 EDT by	
Batched	25/04/14 07:31:20 EDT	
Posted	28/04/14 15:15:54 EDT	
Elapsed Time	In 00:00:00 out 17:04:42	
Total Time in Contact	00:00:0	



001636229A Contact Details

Primary contact received by Telephone on 28/04/14 Closed on Call processed 29/04/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001636229
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General

Report Period:	201404	Source:	
Severity		Priority:	0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	User issue
Location:	UNITED KINGDOM	Investigation Concl.:	
Foil Lot:	NOLOT	Misc Item:	
Box Expiry:		Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
Evidence:		Product Return:	
Store		Occurrences:	
Verbatim:	18/apr 1-2 ( when pd+3) in non emu, today still 1-2 weeks in emu, misc? AD: chk validty, see dr, t not to be used as pg tracker, 92% acc in emu		

Short Notes

CONFIDENTIAL

SPD-NY 0084033

Response: Closed on Call Batch: 94328 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 29/04/14

Attachments

File Name

Size

Description

001636229A.wav

307k

Times

User  
Redacted -  
Personally

Description  
Time In Contact

State Date/Time  
28/04/14

Elapsed Time  
00:04:0

Audit Log

28/04/14 4:04:28 AM - insert histdet -  
KEY VALUE: 001636229A  
NEW Received: 28/04/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER

Redacted - Personally Identifying  
Information

Redacted - Personally  
Identifying Information

Redacted -  
Personally  
Identifying  
Information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

29/04/14 09:34:31 EDT by

28/04/14 09:00:20 EDT.

28/04/14 09:00:20 EDT by .

29/04/14 07:31:10 EDT

02/05/14 20:00:10 EDT

In 00:00:00 out 22:30:50

00:00:0

Redacted -  
Redacted ly  
Personally g  
on

CONFIDENTIAL

SPD-NY 0084034

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6086



## 001636582A Contact Details

Primary contact received by Telephone on 25/04/14 Closed on Call processed 30/04/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00609205  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: CEN612/3  
Box Expiry: 2016-04  
Kit Lot: 3295937238

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Caller reports that her period are irregular. Period due date unknown. Length of cycle unknown. Caler took the Clearblue Digital Advanced pregnancy test on 04/23/2014, it was 2-3 weeks. Then on 04/24/2014, took the same type of test

### Short Notes

### General Notes

again, it came out 3+. Then on 04/25/2014, took the same type of test again it showed 2-3. Only used first urine of the day with the third test. Blood work was done, on 04/25/2014. Results not in until 04/28/2014.

CONFIDENTIAL

SPD-NY 0084035

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1363 of 1452

JA6087

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date:

Audit Log

29/04/14 6:59:15 AM - insert histdet -

KEY VALUE: 001636582A

NEW Received: 04/25/14 (OLD: ?)

NEW Foil: CEN612/3

NEW Other: NONE

NEW Mfg Date: 04/30/16 (OLD: ?)

NEW Kit: 3295937238

NEW Esc Level: 1

NEW Report Period: 201404

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: P

NEW Subject: CONFLCI

NEW Conclusion: PRECONCL

Redacted -

Redacted - Personally Identifying Information

30/04/14 10:13:13 AM - update histdet

KEY VALUE: 001636582A

NEW Investigation: OTHER

NEW Response Type: NR (OLD: P)

NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying Information

29/04/14 10:13:13 EDT by

Redacted - Personally Identifying Information

30/04/14

30/04/14

In out

CONFIDENTIAL

SPD-NY 0084036



## 001637461A Contact Details

Primary contact received by Social Media on 30/04/14 Closed on Call processed 13/05/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00611325  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue

Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/25/2014, no reference # given. She stated: 'Question I took two test one said 3+ then the other said 2-3 I'm freaking out cause I'm afraid to have another miscarriage help please.'

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

### Enclosures:

Forms:  
Instruction  
Label

Checks:  
.00  
.00

CONFIDENTIAL

SPD-NY 0084037

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6089

Envelope  
Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date:

Audit Log

02/05/14 2:52:30 PM - insert histdet -  
KEY VALUE: 001637461A  
NEW Received: 04/30/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

13/05/14 1:33:42 AM - update histdet  
KEY VALUE: 001637461A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying  
Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

02/05/14 01:33:42 EDT by  
13/05/14  
13/05/14  
In out

Redacted -  
Personally  
Identifying Information

Logo

CONFIDENTIAL

SPD-NY 0084038

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6090

## 001637502A Contact Details

Primary contact received by Telephone on 30/04/14 Closed on Call processed 13/05/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00611491  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201404  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT- Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy Test with weeks  
Subject: Conflicts with dr dates, test or dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/24/2014, no reference number given. She stated: 'I don't know if the weeks are accurate cause when i took the clear blue pregnancy tests it said i was 2-3 weeks pregnant when I was really actually

### Short Notes

### General Notes

13 week's pregnant'

Response: Closed on Call Batch: 1 Letterhead: 1

### Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

CONFIDENTIAL

SPD-NY 0084039

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1367 of 1452

JA6091

Letter Custom? N Date:

Audit Log

02/05/14 2:52:31 PM - insert histdet -  
KEY VALUE: 001637502A  
NEW Received: 04/30/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

13/05/14 1:33:43 AM - update histdet  
KEY VALUE: 001637502A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

02/05/14 01:33:43 EDT by NAA  
13/05/14  
13/05/14  
In out

 Logo

# 001637507A Contact Details

Primarycontact received by Social Mediaon 30/04/14 Closed on Call processed 13/05/14 Follow Up  
Required? N Status:Complaint Complete

CONFIDENTIAL

SPD-NY 0084040

Church & Dwight v. SPD  
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**Primary Customer**

Account No: NA00611514  
 Lang Type: EN-US  
 Cust Type: Consumer  
 Region:

**General**

Report Period: 201404  
 Severity

Source:  
 Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
 Conception Indicato  
 Item/UPC: Clearblue Digital Pregnancy  
 Test with weeks  
 Subject: Conflicts with dr dates, test or  
 dates  
 Product Age (m):  
 Pkg Code:  
 Occurred:  
 Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
 Foil Lot: NOLOT  
 Box Expiry:  
 Kit Lot: NONE

Misc Item:  
 Misc Date:  
 Escalation Level: 1  
 FOC: 1  
 Product Return:  
 Occurrences:

Evidence:  
 Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/23/2014, no  
 reference number given. She stated: 'Ã,Ã I used these for my current pregnancy and  
 it told me I was 2-3 when I was actually 6-7 so still not as accurate as good old  
 fashion going to the d

**Short Notes****General Notes**

r'

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:  
 0.00

Letter Custom? N Date:

**Audit Log**

CONFIDENTIAL

SPD-NY 0084041

Church & Dwight v. SPD  
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JA6093

02/05/14 2:52:31 PM - insert histdet  
KEY VALUE: 001637507A  
NEW Received: 04/30/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL  
Redacted - Personally Identifying Information

13/05/14 1:33:43 AM - update histdet  
KEY VALUE: 001637507A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

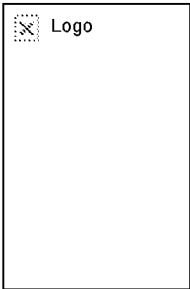
Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

13/05/14  
13/05/14  
In out



001637923A Contact Details

Primarycontact received by Social Mediaon 30/04/14 Closed on Call processed 13/05/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:  
Lang Type:  
Cust Type:  
Region:

NA00611506  
EN-US  
Consumer

**General**

Report Period: 201404  
Severity

Source:  
Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Test with weeks Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/24/2014, no reference number given. She stated: 'Ä,Ä I took one & it was positive , which was correctÄ,Ä Ä,Ä butttt it said 2 weeks & i really thought thats how far i was & a few days later i got a sonog

**Short Notes****General Notes**

ram & i was almost 6 weeks ! So i dont think the estimated weeks is too correct lol'

Response: Closed on Call Batch: 1 Letterhead: 1

**Enclosures:**

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

**Audit Log**

06/05/14 9:27:23 AM - insert histdel  
KEY VALUE: 001637923A  
NEW Received: 04/30/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE

Redacted -  
Personally  
Identifying  
Information

sonally Identifying Information

CONFIDENTIAL

SPD-NY 0084043

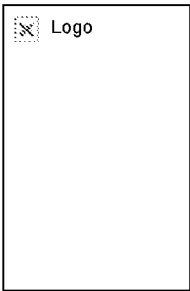
Church & Dwight v. SPD  
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JA6095

NEW Esc Level: 1  
NEW Report Period: 201404  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL  
Redacted - Personally Identifying Information  
13/05/14 1:33:43 AM - update histdet -  
KEY VALUE: 001637923A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information  
Redacted - Personally Identifying Information  
cted  
Pers

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	
Last Changed	
Polled	
Added	
Batched	13/05/14
Posted	13/05/14
Elapsed Time	In out
Total Time in Contact	



001638016A Contact Details

Primary contact received by Telephone on 01/05/14 Closed on Call processed 16/05/14 Follow Up  
Required? N Status: Complaint Complete  
Primary Customer

Account No: NA00612052  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General	
Report Period:	201405
Severity	Source: 0
	Priority:

Primary Issue

CONFIDENTIAL

SPD-NY 0084044

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	User issue
		Investigation Concl.:	OTHER
Location:	USA	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:	NONE	FOC:	1
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	SFDC Trend Code: 3168 Customer took CB weeks estimator test on unknown date and got a pregnant 1-2 result. After consulting with a doctor the doctor told her she was 6 weeks pregnant. Test not taken with first morning urine.		

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date:

Audit Log

06/05/14 9:27:28 AM - insert histdet -

KEY VALUE: 001638016A

NEW Received: 05/01/14 (OLD: ?)

NEW Foil: NOLOT

NEW Other: NONE

NEW Kit: NONE

NEW Esc Level: 1

NEW Report Period: 201405

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: P

NEW Subject: CONFLCI

NEW Conclusion: PRECONCL

Redacted - Personally Identifying  
Information

16/05/14 1:33:50 AM - update histdet

KEY VALUE: 001638016A

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084045

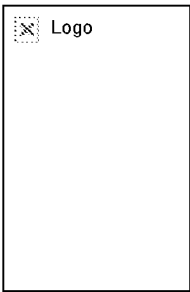
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JA6097

NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner North American Upload user (NAA)  
Last Changed 16/05/14 by NAA  
Polled .  
Added 06/05/14 01:33:50 EDT by NAA  
Batched 16/05/14  
Posted 16/05/14  
Elapsed Time In out  
Total Time in Contact



001638358A Contact Details

Primary contact received by Telephone on 05/05/14 Closed on Call processed 16/05/14 Follow Up  
Required? N Status: Complaint Complete  
Primary Customer

Account No: NA00613473  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201405  
Severity Source: 0  
Priority:

Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Pkg Code:  
Test with weeks Occurred:  
Subject: Conflicts with dr dates, test or Conclusion: Track issue  
dates  
Investigation Concl.: NOTOBV  
Location: USA  
Foil Lot: NOLOT  
Box Expiry: Misc Item:  
Kit Lot: NONE Misc Date:  
Escalation Level:

CONFIDENTIAL

SPD-NY 0084046

Evidence:	FOC:	1
Store	Product Return:	1
Verbatim:	Occurrences:	

SFDC Trend Code: 3168 Customer took 1 test 4/3/14 at 5:30 pm in a cup for 20 seconds and got a pregnant 3+ result. Customer then took another test 4/4/14 with her first morning urine in a cup for 20 seconds and got a pregnant 2-3 result.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

06/05/14 11:34:47 AM - insert histdet  
KEY VALUE: 001638358A  
NEW Received: 05/05/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

16/05/14 1:33:53 AM - update histdet -  
KEY VALUE: 001638358A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added

Redacted - Personally Identifying Information

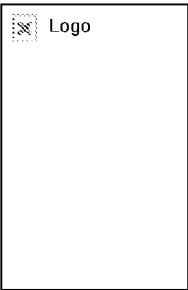
CONFIDENTIAL

SPD-NY 0084047

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JA6099

Batched 16/05/14  
Posted 16/05/14  
Elapsed Time In out  
Total Time in Contact



001638569A Contact Details

Primarycontact received by Social Mediaon 06/05/14 Closed on Call processed 13/05/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00614136  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General  
Report Period: 201405  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Investigation Concl.: OTHER  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/29/2014, FB480  
beneath an Ad for the WE. She stated: 'It doesn't work. Said I was 1-2 and I was like  
6...'

Short Notes

CONFIDENTIAL

SPD-NY 0084048



Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

#### Audit Log

07/05/14 4:37:50 AM - insert histdet -  
 KEY VALUE: 001638569A  
 NEW Received: 05/06/14 (OLD: ?)  
 NEW Foil: NOLOT  
 NEW Other: NONE  
 NEW Kit: NONE  
 NEW Esc Level: 1  
 NEW Report Period: 201405  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: P  
 NEW Subject: CONFLCI  
 NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
 Identifying Information

13/05/14 1:33:45 AM - update histdet -  
 KEY VALUE: 001638569A  
 NEW Investigation: OTHER  
 NEW Response Type: NR (OLD: P)  
 NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

#### Owner/Dates/Times

Current Owner  
 Last Changed  
 Polled  
 Added  
 Batched  
 Posted  
 Elapsed Time  
 Total Time in Contact

Redacted - Personally Identifying  
 Information

13/05/14  
 13/05/14  
 In out

CONFIDENTIAL

SPD-NY 0084049

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JA6101



## 001638571A Contact Details

Primary contact received by Social Media on 06/05/14 Closed on Call processed 13/05/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00614143  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT- Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy Test with weeks  
Subject: Conflicts with dr dates, test or dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 4/29/2014, FB479. She stated: 'Is a piece of sh\*\*!!! told me I was 2weeks when I was actually 7'

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00

CONFIDENTIAL

SPD-NY 0084050

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6102

Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date:

Audit Log

07/05/14 4:37:50 AM - insert histdet  
KEY VALUE: 001638571A  
NEW Received: 05/06/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying  
Information

Redacted - Personally  
Identifying Information

Redacted - Personally Identifying  
Information

13/05/14 1:33:45 AM - update histde  
KEY VALUE: 001638571A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

13/05/14  
13/05/14  
In out

 Logo

CONFIDENTIAL

SPD-NY 0084051

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1379 of 1452

JA6103

## 001639095A Contact Details

Primary contact received by Social Media on 08/05/14 Closed on Call processed 13/05/14 Follow Up Required? **N** Status: **Complaint Complete**

Primary Customer

Account No: NA00615269  
Lang Type: EN  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: UNITED KINGDOM  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer lived in the United Kingdom. She commented on Facebook on 4/21/2014. She stated: 'Hi I did a digital test last Saturday and it said 1-2 and I did another one again today and it still says 1-2? Help please / 2nd message: I ha

### Short Notes

### General Notes

ve done about 10 tests all positive so in sure I'm pregnant I was just wondering why when I did a digital a week later it still had same result? It was 1-2 last sat last week and 1-2 this Saturday so does this mean I'm around 4weeks?'

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
	0.00

CONFIDENTIAL

SPD-NY 0084052

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6104

Coupon

Letter Custom? N Date:

Audit Log

09/05/14 1:33:43 AM - insert histdet -  
KEY VALUE: 001639095A  
NEW Received: 05/08/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

13/05/14 1:33:46 AM - update histdet  
KEY VALUE: 001639095A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

13/05/14  
13/05/14  
In out

 Logo

CONFIDENTIAL

SPD-NY 0084053

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6105

## 001639821A Contact Details

Primary contact received by Social Media on 12/05/14 **Closed on Call** processed 21/05/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00616670  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 5/3/2014, no reference number given. She stated: 'I bought the two pack week estimator pack. I was shocked but happy when they both came back positive 2-3 pregnant, so happy for the news it was a su

### Short Notes

### General Notes

prise bc I took a different test about 2 weeks before and that was negative but I was really 7-8 weeks not 2-3 ? But overall very happy with Clearblue.'

Response: Closed on Call Batch: 1 Letterhead: 1

### Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
	0.00

CONFIDENTIAL

SPD-NY 0084054

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1382 of 1452

JA6106

Coupon

Letter Custom? N Date:

Audit Log

13/05/14 1:33:48 AM - insert histdet  
KEY VALUE: 001639821A  
NEW Received: 05/12/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

21/05/14 1:33:48 AM - update histdet  
KEY VALUE: 001639821A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

21/05/14  
21/05/14  
In out

 Logo

CONFIDENTIAL

SPD-NY 0084055

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1383 of 1452

JA6107

## 001640956A Contact Details

Primary contact received by Telephone on 16/05/14 Closed on Call processed 19/05/14 Follow Up Required? **N** Status:

Primary Customer

Account No: 001640956  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: User issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: NOLOT

Misc Item:

Box Expiry:

Misc Date:

Kit Lot:

Escalation Level: 1

FOC: N

Product Return:

Evidence:

Occurrences:

Store

Verbatim: CN is 17 weeks pg, had a dating scan. When took t was 2-3 weeks 15 weeks ago.  
GP expl that he adds on 2 weeks but PT very disbelieving. AD: correct, expl how PG  
is counted

### Short Notes

Response: Closed on Call Batch: 94905 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 19/05/14

CONFIDENTIAL

SPD-NY 0084056

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6108



Attachments

File Name	Size	Description
001640956A.wav	505k	

Times

User	Description	State Date/Time	Elapsed Time
Redacted	Time In Contact	16/05/14	00:02:2

Audit Log

16/05/14 6:22:51 AM - insert histdet - Pia-Maria Meyer (PMM)  
KEY VALUE: 001640956A  
NEW Received: 16/05/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER  
Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally
Last Changed	19/05/14 08:59:10 EDT by Redacted - Personally
Polled	16/05/14 11:20:22 EDT. Identifying
Added	16/05/14 11:20:22 EDT by Information
Batched	19/05/14 07:31:00 EDT
Posted	23/05/14 20:00:03 EDT
Elapsed Time	In 00:00:00 out 20:10:38
Total Time in Contact	00:00:0



## 001641466A Contact Details

Primary contact received by Telephone on 19/05/14 Closed on Call processed 28/05/14 Follow Up  
Required? **N** Status: **Complaint Complete**  
Primary Customer

CONFIDENTIAL

SPD-NY 0084057

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6109

Account No: NA00620372  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201405  
Severity

Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Customer used the first urine of the day and did not time  
how much urine she put on the urine stream.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:

Instruction  
Label  
Envelope  
Letter  
Check  
Chk Req  
Coupon

Checks:

.00  
.00  
Total Value:  
0.00

Letter Custom? N Date:

Audit Log

20/05/14 1:33:44 AM - insert histdet -  
KEY VALUE: 001641466A  
NEW Received: 05/19/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084058

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6110

NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL  
NEW User Id: NAA

Redacted - Personally Identifying Information

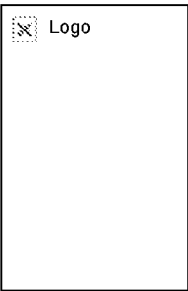
28/05/14 1:33:48 AM - update histdet -  
KEY VALUE: 001641466A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

28/05/14  
28/05/14  
In out



001641594A Contact Details

Primarycontact received by Web Formon 20/05/14 Online Enquiry Completed processed 20/05/14  
Follow Up Required? N Status:Web customer advised to call  
Primary Customer

Account No: 001641594  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

General

Report Period: 201405  
Severity  
Source: Shop  
Priority: 0

Primary Issue

CONFIDENTIAL

SPD-NY 0084059

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	1
Item/UPC:		Pkg Code:	
Subject:	Conflicts with dr dates, test or dates	Occurred:	
		Conclusion:	An investigation is required
Location:	GERMANY	Investigation Concl.:	
Foil Lot:	NOLOT	Misc Item:	
Box Expiry:		Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	2 pg ts, 1 2-3 and 1 3+. aD: call careline		

Short Notes

General Notes

[20/05/2014 13:05:00 Email Import] Hallo,  
Ich habe heute morgen o.g. Test gemacht. Dieser war positiv und zeigte an 2-3 Wochen. Ca 2 Stunden  
später habe ich nochmal einen Test gemacht. Da stand dann 3+ Wochen. Wieso variieren die Ergebnisse  
so stark?

Response: Online Enquiry Completed Batch: 94964 Letterhead: 14

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 20/05/14

Sehr geehrte Frau Redacted

Wir danken Ihnen für Ihre Online-Anfrage bezüglich Clearblue.

Wir hoffen, dass Sie die folgenden Informationen nützlich finden. Unsere Antwort basiert sich auf die von  
Ihnen gegebenen Informationen:

Jedoch müssen wir Sie bitten, dass Sie sich telefonisch beim CLEARBLUE Beratungsservice melden, da  
einige Fragen gestellt werden müssen.

Wir sind für ein vertrauliches Gespräch zwischen 8.00 Uhr bis 16.00 Uhr Mo-Fr erreichbar, außer an  
Feiertagen. <

Redacted - Personally  
Identifying Information

<

CONFIDENTIAL

SPD-NY 0084060

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1388 of 1452

JA6112

Anrufe sind kostenlos und werden für Trainingszwecke und zur Qualitätskontrolle aufgezeichnet.<

Sollten Sie uns erneut kontaktieren geben Sie bitte die Referenznummer Ihrer Anfrage an:  
001641594A

Redacted - Personally Identifying  
Information

Clearblue Beratungsservice

W\_CBP\_GER/cl  
001641594A

Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen. Diese Antwort stellt keine  
medizinische Aussage dar und Sie sollten sofort Ihren Arzt aufsuchen, falls Sie sich irgendwelche Sorgen  
machen.

#### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
VAP	Time In Contact	20/05/14	00:25:4

#### Audit Log

20/05/14 8:05:00 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001641594A

NEW Received: 05/20/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 0

NEW Report Period: 201405

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_GER

20/05/14 9:14:16 AM - update histdet

KEY VALUE: 001641594A

NEW User Id: VAP (OLD: W\_CBP\_GER)

Redacted - Personally Identifying Information

20/05/14 9:39:59 AM - update histdet

KEY VALUE: 001641594A

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0084061

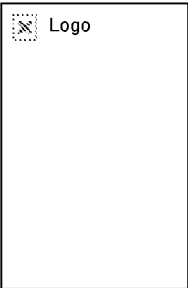
Church & Dwight v. SPD  
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JA6113

NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: INVESTIG (OLD: ASSIGN)

Redacted - Personally Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	Redacted - Personally Identifying Information
Last Changed	20/05/14 14:39:59 EDT by
Polled	20/05/14 13:05:00 EDT. Identifying Information
Added	20/05/14 13:05:00 by
Batched	20/05/14 14:40:12 EDT
Posted	23/05/14 20:00:03 EDT
Elapsed Time	In 05:00:00 out 20:35:12
Total Time in Contact	00:00:2



001641849A Contact Details

Primarycontact received by Telephoneon 21/05/14 Closed on Call processed 22/05/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001641849  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General  
Report Period: 201405 Source:  
Severity Priority: 0

Primary Issue  
Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Pkg Code:  
Subject: Occurred:  
Conclusion: Track issue

CONFIDENTIAL

SPD-NY 0084062

Conflicts with dr dates, test or  
dates

Location: UNITED KINGDOM  
Foil Lot: MEN635/5SA  
Box Expiry:  
Kit Lot:

Investigation Concl.:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: c7 weeks pg, had IVF, took last t a few weeks ago and result hasn't gone up, still 2-3,  
very angry, AD: explaiend that after 6 weeks result might be different from what is  
expected, not to be used as pg tracker, cn got very angry: notes

#### Short Notes

#### General Notes

[21/05/14 10:02:01 EDT - 001641849A -

Redacted -  
Personally

saying that it is very insulting to say that she is using it to track her pg as she is having scans for that,  
think 92 % acc claim is all wrong and so on

Response: Closed on Call Batch: 95013 Letterhead: 1

#### Enclosures:

#### Forms:

#### Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 22/05/14

#### Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001641849A.wav	389k	

#### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Reda	Time In Contact	21/05/14	00:10:3

#### Audit Log

21/05/14 5:02:44 AM - insert histdet  
KEY VALUE: 001641849A  
NEW Received: 21/05/14 (OLD: ?)  
NEW Foil: MEN635/5SA  
NEW Esc Level: 1  
NEW Report Period: 201405

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0084063

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6115

NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: NA

Redacted - Personally Identifying Information

21/05/14 5:02:44 AM - insert custphone -  
KEY VALUE: 1641849 1  
NEW By: JZI  
NEW By: JZI  
NEW Customer: 1641849 (OLD: 0)  
NEW Added: 21/05/14 (OLD: ?)  
NEW Changed: 21/05/14 (OLD: ?)  
NEW Phone: 0441514949595  
NEW Seq: 1 (OLD: 0)

Redacted - Personally Identifying Information

02/06/14 7:29:15 AM - update histdet  
KEY VALUE: 001641849A  
NEW Conclusion: TRACK (OLD: NA)

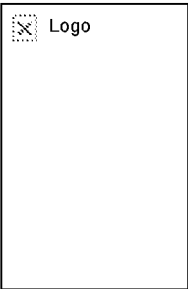
Redacted - Personally Identifying Information

Owner/Dates/Times  
Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

02/06/14 12:29:15 EDT b  
21/05/14 09:52:07 EDT  
21/05/14 09:52:07 EDT b  
22/05/14 07:30:50 EDT  
23/05/14 20:00:03 EDT  
In 00:00:00 out 21:38:43  
00:00:1

Redacted - Personally Identifying Information



001642031A Contact Details

Primarycontact received by Telephoneon 21/05/14 Closed on Call processed 01/07/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00621753  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

CONFIDENTIAL

SPD-NY 0084064



**General**

Report Period: 201405  
Severity

Source:  
Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Evidence: Misc Item:  
Store Misc Date:  
Verbatim: Escalation Level: 1  
SFDC Trend Code: 3168 Customer took 2 CB tests the week of 5/12/14 and got a  
pregnant 1-2 result and a pregnant 2-3 result on the other. Customer bought another  
box and took more tests that same week and got a pregnant 1-2 on one test and a  
pregnant 2-3 on the other. Customer was unsatisfied with results being different.  
Customer would like a refund and will send in UPC bar codes from the box as well as  
the receipts or debit/credit card statement for the purchases.  
Investigation Concl.: NOTOBV  
FOC: 1  
Product Return: 1  
Occurrences:

**Short Notes****General Notes**

n the other. Customer was unsatisfied with results being different. Customer would like a refund and will  
send in UPC bar codes from the box as well as the receipts or debit/credit card statement for the  
purchases.

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

**Audit Log**

22/05/14 1:33:49 AM - insert histdet -  
KEY VALUE: 001642031A

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0084065

Church & Dwight v. SPD  
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JA6117

NEW Received: 05/21/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

01/07/14 1:00:00 AM - update histdet -

Redacted - Personally Identifying  
Information

KEY VALUE: 001642031A  
NEW Investigation: NOTOBV  
NEW Conclusion: TRACK (OLD: PRECONCL)

01/07/14 2:37:22 AM - update histdet -

Redacted - Personally Identifying  
Information

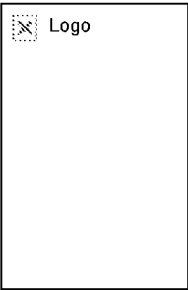
KEY VALUE: 001642031A  
NEW Response Type: NR (OLD: P)  
NEW ST: CP (OLD: OC)

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

01/07/14  
01/07/14  
In out



001642032A Contact Details

Primarycontact received by Telephoneon 21/05/14 Closed on Call processed 01/07/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00621753  
Lang Type: EN-US  
Consumer

CONFIDENTIAL

SPD-NY 0084066

Cust Type:  
Region:

**General**  
Report Period: 201405 Source:  
Severity Priority: 0

**Primary Issue**  
Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Test with weeks Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: Track issue

Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer took 2 CB tests the week of 5/12/14 and got a pregnant 1-2 result and a pregnant 2-3 result on the other. Customer bought another box and took more tests that same week and got a pregnant 1-2 on one test and a pregnant 2-3 on the other. Customer was unsatisfied with results being different. Customer would like a refund and will send in UPC bar codes from the box as well as the receipts or debit/credit card statement for the purchases.

**Short Notes****General Notes**

n the other. Customer was unsatisfied with results being different. Customer would like a refund and will send in UPC bar codes from the box as well as the receipts or debit/credit card statement for the purchases.

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

CONFIDENTIAL

SPD-NY 0084067

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6119

Audit Log

22/05/14 1:33:49 AM - insert histdet -  
KEY VALUE: 001642032A  
NEW Received: 05/21/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

28/05/14 1:33:50 AM - update histdet -  
KEY VALUE: 001642032A  
NEW Investigation: NOTOBV  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying Information

01/07/14 2:37:22 AM - update histdet  
KEY VALUE: 001642032A  
NEW Response Type: NR (OLD: P)  
NEW ST: CP (OLD: OC)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

01/07/14  
01/07/14  
In out

 Logo

001642355A Contact Details

Primarycontact received by Telephoneon 23/05/14 Closed on Call processed 26/05/14 Follow Up  
Required? N Status:  
Primary Customer

CONFIDENTIAL

SPD-NY 0084068

Account No: 001642355  
 Lang Type: EN-GB  
 Cust Type: Consumer  
 Region:

**General**

Report Period: 201405  
 Severity

Source:  
 Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
 Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
 dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM

Foil Lot: MEN609/1SA

Box Expiry:

Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: first T yesterday evening not EMU, POS RESULT 2-3 WEEKS, RETESTED THIS  
 MORNING, EMU, POS 1-2 WEEKS. aD; CHECKED VALIDITY, VPG, talk with  
 doctor, conception acc 92% with Emu, hcg fluctues at the beginning of pregnancy.

Redacted -  
 Personally

**Short Notes**

Response: Closed on Call Batch: 95087 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 26/05/14

**Attachments**

File Name

Size

Description

001642355A.wav

573k

Times

CONFIDENTIAL

SPD-NY 0084069

Church & Dwight v. SPD  
 14-CV-585 (AJN)  
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JA6121

User	Description	State Date/Time	Elapsed Time
CXE	Time In Contact	23/05/14	00:07:3

Audit Log

23/05/14 2:34:54 AM - insert histdet - KEY VALUE: 001642355A  
NEW Received: 23/05/14 (OLD: ?)  
NEW Foil: NE609/1SA  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

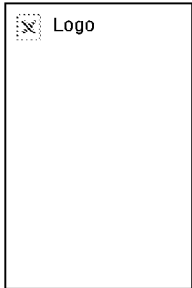
Redacted - Personally Identifying Information

Redacted - Personally

02/06/14 7:13:03 AM - update histdet - KEY VALUE: 001642355A  
NEW Foil: MEN609/1SA (OLD: NE609/1SA)

Redacted - Personally Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	
Last Changed	
Polled	
Added	
Batched	26/05/14 07:30:56 EDT
Posted	30/05/14 20:00:07 EDT
Elapsed Time	In 00:00:00 out 00:03:42
Total Time in Contact	00:00:0



001642542A Contact Details

Primarycontact received by Telephoneon 23/05/14 Closed on Call processed 30/05/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:	NA00622589
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

**General**

Report Period: 201405  
Severity

Source:  
Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue

Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Caller reports taking a Clearblue Weeks estimator pregnancy test on 05/21/2014, reult was 2-3 weeks pregnant. Then tested again on 05/23/2014, result was 1-2 weeks pregnant. Period was due 05/20/2014. Cycles are 26-27 days apart. Com

**Short Notes****General Notes**

ponents of test unavailable.

Response: Closed on Call Batch: 1 Letterhead: 1

**Enclosures:**

**Forms:**  
Instruction  
Label  
Envelope  
Letter  
Check  
Chk Req  
Coupon

**Checks:**

.00  
.00  
Total Value:  
0.00

Letter Custom? N Date:

**Audit Log**

26/05/14 1:34:06 AM - insert histdet -  
KEY VALUE: 001642542A  
NEW Received: 05/23/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0084071

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6123

NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: 2+CBCONF  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

28/05/14 1:33:51 AM - update histdet -  
KEY VALUE: 001642542A  
NEW Subject: CONFLCI (OLD: 2+CBCONF)

Redacted - Personally  
Identifying Information

30/05/14 1:33:48 AM - update histdet -  
KEY VALUE: 001642542A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: TRACK (OLD: PRECONCL)

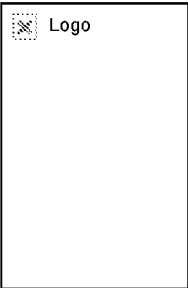
Redacted - Personally Identifying  
Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

30/05/14  
30/05/14  
In out



001642676A Contact Details

Primarycontact received by Telephoneon 26/05/14 Closed on Call processed 27/05/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001642676  
Lang Type: NL-NL  
Cust Type: Consumer  
Region:

General  
Report Period: 201405

Source:

CONFIDENTIAL

SPD-NY 0084072



Severity

Priority:

0

**Primary Issue**Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject:

Conflicts with dr dates, test or  
dates

Occurred:

Conclusion:

Track issue

Investigation Concl.:

Location:

HOLLAND

Foil Lot:

NOLOT

Box Expiry:

Misc Item:

Kit Lot:

Misc Date:

Escalation Level:

FOC:

1  
N

Product Return:

Occurrences:

Evidence:

Store

Verbatim:

t yesterday am 2-3 weeks, this am in emu as well 1-2, normal AD: chk validty, can be  
due to hcg close to threshold, 92% acc, vpg, see dr**Short Notes**

Response: Closed on Call Batch: 95108 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 27/05/14

**Attachments**File NameSizeDescription

001642676A.wav

264k

**Times**UserDescriptionState Date/TimeElapsed Time

Redactj

Time In Contact

26/05/14

00:01:3

**Audit Log**

26/05/14 5:08:59 AM - insert histdet -

KEY VALUE: 001642676A

NEW Received: 26/05/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 1

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0084073

Church & Dwight v. SPD  
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JA6125

NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

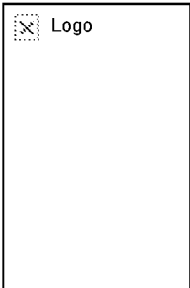
Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

27/05/14 07:30:51 EDT  
30/05/14 20:00:07 EDT  
In out 21:23:28  
00:00:0



001643300A Contact Details

Primarycontact received by Telephoneon 28/05/14 Closed on Call processed 03/06/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00623956  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201405  
Severity  
Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER

CONFIDENTIAL

SPD-NY 0084074

Location:	USA	Misc Item:	
Foil Lot:	NOLOT	Misc Date:	
Box Expiry:		Escalation Level:	1
Kit Lot:	NONE	FOC:	1
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	SFDC Trend Code: 3168 Customer took 3 CB weeks estimator tests on unknown dates, one of them said pregnant 1-2 and the other 2 said pregnant 2-3. Customer wanted to know what 1-2 and 2-3 meant.		

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

29/05/14 1:33:44 AM - insert histdet -  
KEY VALUE: 001643300A  
NEW Received: 05/28/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

03/06/14 1:33:52 AM - update histdet -  
KEY VALUE: 001643300A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

CONFIDENTIAL

SPD-NY 0084075

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6127

Current Owner	Redacted - Personally Identifying Information
Last Changed	
Polled	
Added	
Batched	
Posted	03/06/14
Elapsed Time	03/06/14
Total Time in Contact	In out



## 001643316A Contact Details

Primary contact received by Social Media on 28/05/14 Closed on Call processed 30/05/14 Follow Up Required? **N** Status: **Complaint Complete**  
Primary Customer

Account No: NA00624001  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity  
Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT- Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy Test with weeks  
Subject: Conflicts with dr dates, test or dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue  
Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE  
Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Customer commented on Facebook on 5/24/2014, no reference number. She stated: 'I took a clear blue advanced test may 14th and it said

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SPD-NY 0084076

Church & Dwight v. SPD  
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JA6128

not pregnant. Then another 20th, and it showed positive and '2-3'. & another today and it says '3+'

Short Notes

General Notes

. I had sex April 25th. Does that add up??'

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

29/05/14 1:33:44 AM - insert histdet  
KEY VALUE: 001643316A  
NEW Received: 05/28/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

30/05/14 1:33:50 AM - update histdet  
KEY VALUE: 001643316A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted

Redacted - Personally Identifying Information

30/05/14  
30/05/14

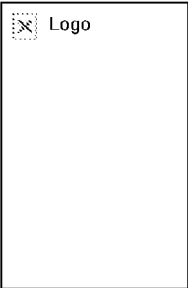
CONFIDENTIAL

SPD-NY 0084077

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6129

Elapsed Time                      In      out  
Total Time in Contact



001643370A Contact Details

Primarycontact received by Telephoneon 28/05/14 Closed on Call processed 04/06/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No:	NA00624191
Lang Type:	EN-US
Cust Type:	Consumer
Region:	

General		
Report Period:	201405	Source:
Severity		Priority: 0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:
Subject:	Conflicts with dr dates, test or dates	Occurred:
		Conclusion: User issue
		Investigation Concl.: OTHER
Location:	USA	Misc Item:
Foil Lot:	CEN622/4	Misc Date:
Box Expiry:	2016-07	Escalation Level: 1
Kit Lot:	4060937241	FOC: 1
		Product Return:
Evidence:		Occurrences:
Store		
Verbatim:	SFDC Trend Code: 3168 Caller is a few days late for her period. She tested on evening of 5/27/14, getting 'Pregnant 2-3' result. She tested again on morning of 5/28/14, getting 'Pregnant 1-2'. She was questioning results. Technical information was giv	

Short Notes

General Notes

en.

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

Forms:	Checks:
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

29/05/14 1:33:45 AM - insert histdet - Redacted - Personally Identifying Information  
KEY VALUE: 001643370A  
NEW Received: 05/28/14 (OLD: ?)  
NEW Foil: CEN622/4  
NEW Other: NONE  
NEW Mfg Date: 07/31/16 (OLD: ?)  
NEW Kit: 4060937241  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: 2+CBCONF  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

03/06/14 1:33:53 AM - update histdet - Redacted - Personally Identifying Information  
KEY VALUE: 001643370A  
NEW Subject: CONFLCI (OLD: 2+CBCONF)  
04/06/14 1:33:46 AM - update histdet  
KEY VALUE: 001643370A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner	<span>Redacted - Personally Identifying Information</span>
Last Changed	
Polled	
Added	
Batched	04/06/14
Posted	04/06/14
Elapsed Time	In out
Total Time in Contact	

CONFIDENTIAL

SPD-NY 0084079

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6131



## 001643412A Contact Details

Primary contact received by Telephone on 29/05/14 Closed on Call processed 30/05/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001643412  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: User issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: NOLOT

Misc Item:

Box Expiry:

Misc Date:

Kit Lot:

Escalation Level: 1

FOC: N

Product Return:

Evidence:

Occurrences:

Store

Verbatim:

Cn thinks she's 5 Wks PG, getting VPG 2-3, should it not be 3+. Not EMU. AD MUST  
USE EMU, can be diluted urine & get less Wks. If not EMU ignore Wks. Worried  
about MISCA. AD see DR. With EMU CI is 92% ACC, not 100%.

### Short Notes

Response: Closed on Call Batch: 95256 Letterhead: 1

Enclosures:

Forms:  
Instruction

Checks:  
.00

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SPD-NY 0084080

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6132



Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date: 30/05/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001643412A.wav	784k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted	Time In Contact	29/05/14	00:09:4

Audit Log

29/05/14 3:39:18 AM - insert histdet -  
KEY VALUE: 001643412A  
NEW Received: 29/05/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

30/05/14 07:30:47 EDT  
30/05/14 20:00:07 EDT  
In 00:00:00 out 23:01:11  
00:00:1

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SPD-NY 0084081

Church & Dwight v. SPD  
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JA6133



## 001643587A Contact Details

Primary contact received by Social Media on 29/05/14 Closed on Call processed 09/06/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00624678  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Facebook comment on 5/20/2014, FB552 'The week thing does not work. I used this and it said i was 1 to 2 weeks. And i was 8 weeks. I am now 11 weeks'

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

### Enclosures:

### Forms:

Instruction  
Label

### Checks:

.00  
.00

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SPD-NY 0084082

Church & Dwight v. SPD  
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JA6134

Envelope  
Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date:

Audit Log

30/05/14 1:33:54 AM - insert histdet -  
KEY VALUE: 001643587A  
NEW Received: 05/29/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

09/06/14 1:34:12 AM - update histdet -  
KEY VALUE: 001643587A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying Information

09/06/14  
09/06/14  
In out

 Logo

CONFIDENTIAL

SPD-NY 0084083

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6135

## 001644072A Contact Details

Primary contact received by Social Media on 30/05/14 **Closed on Call** processed 09/06/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00625214  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201405  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Test with weeks Pkg Code:  
Subject: Conflicts with dr dates, test or dates Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 Facebook comment on 5/12/20014, 'This didn't work at all for me it said 2-3 weeks and I was well over 5 weeks.'

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

### Enclosures:

### Forms: Checks:

Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

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SPD-NY 0084084

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6136

Audit Log

02/06/14 11:09:05 AM - insert histdet -  
KEY VALUE: 001644072A  
NEW Received: 05/30/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

09/06/14 1:34:13 AM - update histdet  
KEY VALUE: 001644072A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

09/06/14  
09/06/14  
In out

 Logo

001644077A Contact Details

Primarycontact received by Social Mediaon 30/05/14 Closed on Call processed 09/06/14 Follow Up  
Required? *N* Status: **Complaint Complete**  
Primary Customer

Account No: NA00625226  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

CONFIDENTIAL

SPD-NY 0084085

**General**

Report Period: 201405 Source:  
Severity Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m):  
Item/UPC: Clearblue Digital Pregnancy Pkg Code:  
Test with weeks Occurred:  
Subject: Conflicts with dr dates, test or Conclusion: User issue  
dates  
Investigation Concl.: OTHER  
Location: USA  
Foil Lot: NOLOT Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: NONE Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: SFDC Trend Code: 3168 Facebook comment on 5/12/20014, 'Love the test but mine was wrong, said 1-2 weeks and I was 7 weeks!'

**Short Notes**

Response: Closed on Call Batch: 1 Letterhead: 1

**Enclosures:**

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

**Audit Log**

02/06/14 11:09:05 AM - insert histdet -  
KEY VALUE: 001644077A  
NEW Received: 05/30/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201405  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084086

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6138

NEW Response Type: P  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally  
Identifying Information

09/06/14 1:34:13 AM - update histdet

KEY VALUE: 001644077A

NEW Investigation: OTHER

NEW Response Type: NR (OLD: P)

NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying  
Information

**Owner/Dates/Times**

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally Identifying  
Information

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(

09/06/14

In out

 Logo

## 001644500A Contact Details

Primarycontact received by Web Form on 04/06/14 **Online Enquiry Completed** processed 04/06/14  
Follow Up Required? **N** Status: **Complaint Complete**

Primary Customer

Account No: 001644500  
Lang Type: DE-DE  
Cust Type: Consumer  
Region:

**General**

Report Period: 201406  
Severity

Source: TV Advert  
Priority: 0

**Primary Issue**

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:  
Occurred:

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SPD-NY 0084087

Church & Dwight v. SPD  
14-CV-585 (AJN)  
PTX 066 - Page 1415 of 1452

JA6139

Subject:	Conflicts with dr dates, test or dates	Conclusion:	An investigation is required
Location:	GERMANY	Investigation Concl.:	
Foil Lot:	NOLOT	Misc Item:	
Box Expiry:		Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
		Occurrences:	
Evidence:			
Store			
Verbatim:	had 1 pg3+ and 1 pg2-3 result later. ad: consult gp		

### Short Notes

### General Notes

[04/06/2014 06:05:02 Email Import] Ich habe Sonntag mit ihrem Test positiv getestet und hatte einen Wert von 3+ heute, 3 Tage später steht dort nur noch 2-3... Beide Male war es Morgensurin auch wenn ich beim zweiten Mal heute etwas früher aufgestanden bin... Muss ich mir jetzt Gedanken machen das der Wert gesunken ist, denn durch die natürliche Steigerung des Wertes müsste er doch trotzdem 3+ anzeigen... Ich habe solche Angst... Denken sie ich soll zum Arzt?! Denn der konnte mir erst für den 16.06 einen Termin geben...

Response: Online Enquiry Completed Batch: 95376 Letterhead: 14

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 04/06/14

Sehr geehrte Frau Redacted - Personally Identifying Information

Wir danken Ihnen für Ihre Online-Anfrage bezüglich Clearblue.

Wir hoffen, dass Sie die folgenden Informationen nützlich finden. Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen:

Die Wochenbestimmung ist 92% zuverlässig, wenn der Test mit dem ersten Morgenurin durchgeführt wurde. Da Sie ein "Schwanger" Ergebnis erhalten haben empfehlen wir, dass Sie sich einen Arzt Termin machen.

Wenn Sie weitere Informationen erwünschen ist der Clearblue Beratungsservice für Ihre Fragen und einem vertraulichen Gespräch zwischen 8.00 Uhr bis 16.00 Uhr Mo-Fr erreichbar, außer an Feiertagen.

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SPD-NY 0084088

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6140



Anrufe sind kostenlos und werden für Trainingszwecke und zur Qualitätskontrolle aufgezeichnet.<

Sollten Sie uns erneut kontaktieren geben Sie bitte die Referenznummer Ihrer Anfrage an:  
001644500A

Mit freundlichen Grüßen

Clearblue Beratungsservice

W\_CBP\_GER/cl  
001644500A

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Unsere Antwort basiert sich auf die von Ihnen gegebenen Informationen. Diese Antwort stellt keine medizinische Aussage dar und Sie sollten sofort Ihren Arzt aufsuchen, falls Sie sich irgendwelche Sorgen machen.

#### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
VAP	Time In Contact	04/06/14	00:19:2

#### Audit Log

04/06/14 1:05:02 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001644500A

NEW Received: 06/04/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 0

NEW Report Period: 201406

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_GER

04/06/14 2:24:22 AM - update histdet

KEY VALUE: 001644500A

NEW User Id: VAP (OLD: W\_CBP\_GER)

Redacted - Personally  
Identifying Information

04/06/14 2:43:47 AM - update histdet

KEY VALUE: 001644500A

Redacted - Personally Identifying  
Information

CONFIDENTIAL

SPD-NY 0084089

Church & Dwight v. SPD  
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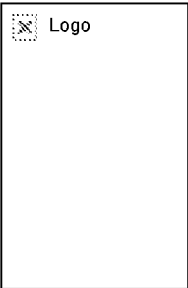
JA6141

NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: INVESTIG (OLD: ASSIGN)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally	Redacted -
Last Changed	04/06/14 07:43:47 EDT by	Personally
Polled	04/06/14 06:05:02 EDT.	Identifying
Added	04/06/14 06:05:02 by	Informatio
Batched	04/06/14 07:44:04 EDT	n
Posted	06/06/14 20:00:03 EDT	
Elapsed Time	In 05:00:00 out 20:39:02	
Total Time in Contact	00:00:1	



001645313A Contact Details

Primarycontact received by Telephoneon 06/06/14 Closed on Call processed 09/06/14 Follow Up  
Required? N Status:  
Primary Customer

Account No:	001645313
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General

Report Period:	201406	Source:	
Severity		Priority:	0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):	
Item/UPC:		Pkg Code:	
Subject:		Occurred:	
		Conclusion:	Track issue

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SPD-NY 0084090

Conflicts with dr dates, test or  
dates

Location: UNITED KINGDOM  
Foil Lot: FORGOT  
Box Expiry:  
Kit Lot:

Investigation Concl.:

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: P 1 WK late 5 JUN, took T 3 JUN with EMU, VPG 2-3. 2-3 from what? AD 2-3 Wks  
from when got PG. CI 92%ACC. PG result, see DR. MED to help O. AD check leaflet  
to see if impacts.

#### Short Notes

Response: Closed on Call Batch: 95483 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 09/06/14

#### Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001645313A.wav	462k	

#### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
HZK	Time In Contact	06/06/14	00:06:4

#### Audit Log

06/06/14 4:00:51 AM - insert histdet  
KEY VALUE: 001645313A  
NEW Received: 06/06/14 (OLD: ?)  
NEW Foil: FORGOT  
NEW Esc Level: 1  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally  
Identifying Information

CONFIDENTIAL

SPD-NY 0084091

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6143

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally  
Identifying Information

09/06/14 08:58:17 EDT by

06/06/14 08:54:00 EDT.

06/06/14 08:54:00 EDT by

09/06/14 07:30:58 EDT

13/06/14 20:00:10 EDT

In 00:00:00 out 22:36:58

00:00:0

Redacted - Personally  
Identifying Information

Logo

001645472A Contact Details

Primary contact received by Web Form on 08/06/14 Online Enquiry Completed processed 09/06/14  
Follow Up Required? N Status: Complaint Complete

Primary Customer

Account No: 001645471  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201406  
Severity

Source: TV Advert  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m): 1

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: NOLOT

Misc Item:

Box Expiry:

Misc Date:

Kit Lot:

Escalation Level: 1

FOC: N

Product Return:

CONFIDENTIAL

SPD-NY 0084092

Evidence: Occurrences:  
Store  
Verbatim: Tracking pregnancy with CB9. Fridat 3+, Sunday 2-3. AD 92% if EMU, not to track pregnancy, if further questions contact DR.

Short Notes

General Notes

[08/06/2014 10:05:00 Email Import] I have been purchasing this product to follow my rise in hcg, I took a test friday wich said 3+ it is now sunday and I took another that stated 2-3?? Does this mean something could be wrong or is the test faulty?

Response: Online Enquiry Completed Batch: 95502 Letterhead: 13

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 09/06/14

Dear miss Redacted -

Personally 8

Thank you for your Clearblue online enquiry: 001645472A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

We were sorry to hear about your recent experience.

The Conception Indicator part of the test is 92% accurate at detecting when you conceived if you are using the early morning urine. This estimate is based on the level of hCG in your urine. As the level of hCG varies from woman to woman it is possible that the Conception Indicator may occasionally give misleading results.

Please be advised that the Clearblue Pregnancy Test with Conception Indicator can not be used to monitor the progression of pregnancy. If you have any further questions or concerns regarding your pregnancy please discuss this further with your doctor or midwife.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

Redacted - Personally  
Identifying Information

If you contact us again please be ready to quote your enquiry reference number:

Clearblue Team

Information

CONFIDENTIAL

SPD-NY 0084093

Church & Dwight v. SPD  
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JA6145

W\_CBP\_UK/cl  
001645472A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

#### Times

User	Description	State Date/Time	Elapsed Time
JXV	Time In Contact	09/06/14	00:03:2

#### Audit Log

08/06/14 5:05:00 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001645472A

NEW Received: 06/08/14 (OLD: ?)

NEW Foil: NOLOT

NEW Esc Level: 0

NEW Report Period: 201406

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_UK

09/06/14 2:59:31 AM - update histdet - Redacted - Personally Identifying Information

KEY VALUE: 001645472A

NEW User Id: JXV (OLD: W\_CBP\_UK)

09/06/14 3:02:57 AM - update histdet Redacted - Personally Identifying Information

KEY VALUE: 001645472A

NEW Esc Level: 1 (OLD: 0)

NEW Days: 1 (OLD: 0)

NEW Response Type: WC (OLD: WP)

NEW Subject: CONFLCI (OLD: WEBENQ)

NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

#### Owner/Dates/Times

Current Owner Redacted - Personally Identifying Information

Last Changed

Polled

Added

Batched

Posted

08/06/14 10:05:00 EDT

08/06/14 10:05:00 by

09/06/14 08:03:16 EDT

13/06/14 20:00:10 EDT

CONFIDENTIAL

SPD-NY 0084094

Church & Dwight v. SPD  
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JA6146

Elapsed Time In 05:00:00 out 16:58:16  
Total Time in Contact 00:00:0



## 001645964A Contact Details

Primary contact received by Telephone on 10/06/14 Closed on Call processed 11/06/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001645964  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201406  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: MEN636/1SA  
Box Expiry: 2016-11  
Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim:

cn does not want to leave name, on Friday period due POS RESULT 2-3, EMU,  
collected urine 15 sec, today pos result 1-2. Ad; conception indicator only 92% ACC  
with Emu, Hcg goes up and down, better to talk with doctor, VPG, SAMPLE,  
sensitivity of T, 20 sec

### Short Notes

CONFIDENTIAL

SPD-NY 0084095

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6147

Response: Closed on Call Batch: 95591 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

Envelope

Letter

Check

Chk Req

Coupon

.00

Total Value:

0.00

Letter Custom? N Date: 11/06/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
1645964.wav	562k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
CXE	Time In Contact	10/06/14	00:09:2

Audit Log

10/06/14 5:02:28 AM - insert histdet  
 KEY VALUE: 001645964A  
 NEW Received: 10/06/14 (OLD: ?)  
 NEW Foil: MEN636/1SA  
 NEW Mfg Date: 30/11/16 (OLD: ?)  
 NEW Esc Level: 1  
 NEW Report Period: 201406  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: NR  
 NEW Subject: CONFLCI  
 NEW Conclusion: TRACK

Redacted - Personally  
Identifying InformationRedacted - Personally  
Identifying InformationOwner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Posted

Elapsed Time

Total Time in Contact

Redacted - Personally  
Identifying Information

11/06/14 07:48:18 EDT by

10/06/14 09:53:04 EDT.

10/06/14 09:53:04 EDT by

11/06/14 07:31:10 EDT

13/06/14 20:00:10 EDT

In 00:00:00 out 21:38:06

00:00:0

Redacted -  
Personally  
Identifying  
InformationSurvey Response CONFLIC2 Conflicting Results Survey

1)Not enough info to complete Survey

If not enough information to complete the

Survey because the customer sent a webenquiry or because the customer

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SPD-NY 0084096

Church & Dwight v. SPD  
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JA6148



didn't answer all questions

Select No in Q2

2) Have you got enough information  
to complete the Survey?

No

3) Recent Pregnancy (MC/termination/  
full term)

No X

Yes If yes, specify date

4) If Yes, specify date

5) Were you taking any medication  
at the time of taking the  
Pregnancy Test (s)?

No If No, skip to Q6 X

Yes If Yes, please specify

6) If Yes, please specify

7) If yes, did you check the  
leaflet of the medication before  
taking the Pregnancy test?

No

Yes

8) When was your period due? 06/06/2014  
Enter date

9) If any test was a digital  
PT, was there anything unusual  
on the display?

No X

Yes please specify

10) If Yes, specify

11) Was any medical treatment  
delayed or postponed as a  
result of a Clearblue  
Pregnancy Test result?

No X

Yes Please specify

12) If Yes, specify

13) Total number of tests 2

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SPD-NY 0084097

Church & Dwight v. SPD  
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JA6149

(including scans/blood tests)

14) Date of Test no. 1 06/06/2014  
(or time relative to period)

15) Type of test

Dr urine test  
Ultrasound  
Blood test  
CBP06  
CBDP09 X  
CBP11  
Other Please specify

16) If Other, please specify

17) Results of tests

PG  
Not PG  
PG 1-2  
PG 2-3 X  
PG 3+4

18) If Blood Test specify level &  
units

19) If line test - were the  
lines there within 10 minutes?

No  
Yes

20) Were the lines  
like the leaflet?

Yes  
No If No, specify

21) If No, specify

22) If urine test, what type of  
urine did you use?

First Morning Urine X  
Concentrated  
Dilute

23) Any other comments re Test 1

24) Date of Test no. 2 10/06/2014

25) Type of test

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SPD-NY 0084098

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6150

Dr urine test  
Ultrasound  
Blood test  
CBP06  
CBDP09 X  
CBP11  
Other Please specify

26) If Other, please specify

27) Results of tests

PG  
Not PG  
PG 1-2 X  
PG 2-3  
PG 3+4

28) If Blood test specify level &  
units

29) If line test - were the  
lines there within 10 minutes?

Yes  
No

30) Were the lines  
like the leaflet?

Yes  
No If No, specify

31) If No, specify

32) What type of urine did you use?

First Morning Urine X  
Concentrated  
Dilute

33) Any other comments re Test 2  
(including Lot no if different  
from original)

34) Date of Test no. 3

35) Type of test

Dr urine test  
Ultrasound  
Blood test  
CBP06  
CBDP09  
CBP11  
Other Please specify

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SPD-NY 0084099

Church & Dwight v. SPD  
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JA6151

36) If Other Please specify

37) Result of tests

PG

Not PG

PG 1-2

PG 2-3

PG 3+4

38) If Blood test enter level & units

39) If line test - were the  
lines there within 10 minutes?

Yes

No

40) Were the lines like the leaflet ?

Yes

No If No, specify

41) If No, specify

42) What type of urine did you use?

First Morning Urine

Not FMU but Concentrated

Dilute

43) Any other comments re. Test 3  
(including Lot no if different  
from original)

44) Date of Test no. 4

45) Type of test

Dr urine test

Ultrasound

Blood test

CBP06

CBDP09

CBP11

Other Please specify

46) If Other, please specify

47) Result of tests

PG

Not PG

PG 1-2

PG 2-3

CONFIDENTIAL

SPD-NY 0084100

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6152

PG 3+4

48) If Blood Test specify level & units

49) If line test - were the lines there within 10 minutes?

Yes

No

50) Were the lines like the leaflet?

Yes

No If no, specify

51) If No, specify

52) What type of urine did you use?

First Morning Urine

Concentrated

Dilute

53) Any other comments re Test 4 (including Lot no if different from original)

54) Date of Test no. 5

55) Type of test

Dr urine test

Ultrasound

Blood test

CBP06

CBDP09

CBP11

Other Please specify

56) If Other Please specify

57) Results of tests

PG

Not PG

PG 1-2

PG 2-3

PG 3+4

58) If Blood Test specify level& units

59) If line test - were the lines there within 10 minutes?

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SPD-NY 0084101

.....

Church & Dwight v. SPD  
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**JA6153**

Yes  
No

60) Were the lines  
like the leaflet?

Yes  
No If No, specify

61) If No, specify

62) What type of urine did you use?

First Morning Urine  
Not FMU but Concentrated  
Dilute

63) Any other comments re Test 5  
(including Lot no if different  
from original)

64) Date of Test no.6

65) Type of test

Dr urine test  
Ultrasound  
Blood test  
CBP06  
CBDP09  
CBP11  
Other Please specify

66) If Other Please specify

67) Results of tests

PG  
Not PG  
PG 1-2  
PG 2-3  
PG 3+4

68) If blood test enter Level units

69) If line test - were the  
lines there within 10 minutes?

Yes  
No

70) Were the lines  
like the leaflet?

Yes

CONFIDENTIAL

SPD-NY 0084102

Church & Dwight v. SPD  
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**JA6154**

No If No, Specify

71) If No, specify

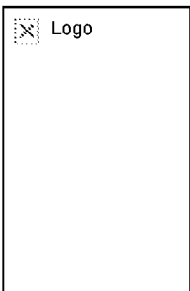
72) What type of urine did you use?

First Morning Urine  
Concentrated  
Dilute

73) Any other comments re Test 6  
(including Lot no if different  
from original)

74) Box/Foil

75) Holder Expiry



001645979A Contact Details

Primarycontact received by Telephoneon 10/06/14 Closed on Call processed 11/06/14 Follow Up  
Required? N Status:  
Primary Customer

Account No: 001645979  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201406  
Severity

Source:  
Priority: 0

Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:  
Occurred:

Subject: Conflicts with dr dates, test or  
dates

Conclusion: Track issue

Investigation Concl.:

CONFIDENTIAL

SPD-NY 0084103

Location: UNITED KINGDOM  
 Foil Lot: NOLOT  
 Box Expiry:  
 Kit Lot:

Misc Item:  
 Misc Date:  
 Escalation Level: 1  
 FOC: N  
 Product Return:  
 Occurrences:

Evidence:  
 Store

Verbatim: P due 7 JUN, T1 6 JUN from EMU, VPG 2-3. T2 today from EMU, PG 1-2 Wks. AD not 100%, 92%ACC from EMU. PG results, see DR. If MISCA how long would get PG results? AD up to 9 Wks. See DR.

### Short Notes

Response: Closed on Call Batch: 95591 Letterhead: 1

#### Enclosures:

#### Forms:

#### Checks:

Instruction

.00

Label

.00

Envelope

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 11/06/14

### Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001645979A.wav	454k	

### Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
HZK	Time In Contact	10/06/14	00:05:4

### Audit Log

10/06/14 5:39:12 AM - insert histdet - Redacted - Personally Identifying Information  
 KEY VALUE: 001645979A  
 NEW Received: 10/06/14 (OLD: ?)  
 NEW Foil: NOLOT  
 NEW Esc Level: 1  
 NEW Report Period: 201406  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: NR  
 NEW Subject: CONFLCI  
 NEW Conclusion: TRACK

Redacted - Personally Identifying Information

### Owner/Dates/Times

CONFIDENTIAL

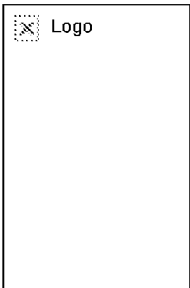
SPD-NY 0084104

Church & Dwight v. SPD  
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JA6156



Current Owner	Redacted - Personally Identifying Information	Redacted - Personally Identifying Information
Last Changed	11/06/14 07:50:32 EDT by	Redacted - Personally Identifying Information
Polled	10/06/14 10:33:28 EDT	Redacted - Personally Identifying Information
Added	10/06/14 10:33:28 EDT by	Redacted - Personally Identifying Information
Batched	11/06/14 07:31:10 EDT	
Posted	13/06/14 20:00:10 EDT	
Elapsed Time	In 00:00:00 out 20:57:42	
Total Time in Contact	00:00:0	



001646043A Contact Details

Primary contact received by Telephone on 10/06/14 Closed on Call processed 11/06/14 Follow Up Required? N Status: Primary Customer

Account No: 001646043  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

General

Report Period: 201406  
Severity  
Source:  
Priority: 0

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:		Pkg Code:
Subject:	Conflicts with dr dates, test or dates	Occurred:
		Conclusion: Track issue
Location:	UNITED KINGDOM	Investigation Concl.:
Foil Lot:	NOLOT	Misc Item:
Box Expiry:		Misc Date:
Kit Lot:		Escalation Level: 1
		FOC: N
Evidence:		Product Return:
Store		Occurrences:
Verbatim:		

CONFIDENTIAL

SPD-NY 0084105

Emu, did T POS 1-2, 7 days later 2-3 EMU, 1 week after again 2-3. Ad; checked validity, 3 VPG, better to talk with doctor. HCG goes up and down, sample, do not retest, any doubt talk with doctor. Redacted - Personally Identifying Information

## Short Notes

Response: Closed on Call Batch: 95591 Letterhead: 1

Enclosures:Forms:Checks:

Instruction

.00

Label

.00

Envelope

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 11/06/14

## Attachments

File Name	Size	Description
001646043A.wav	586k	

## Times

User	Description	State Date/Time	Elapsed Time
CXE	Time In Contact	10/06/14	00:07:2

## Audit Log

10/06/14 8:48:46 AM - insert histdet -  
 KEY VALUE: 001646043A  
 NEW Received: 10/06/14 (OLD: ?)  
 NEW Foil: NOLOT  
 NEW Esc Level: 1  
 NEW Report Period: 201406  
 NEW Product: CBDP09  
 NEW Qty: 1 (OLD: 0)  
 NEW Response Type: NR  
 NEW Subject: CONFLCI  
 NEW Conclusion: TRACK

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information  
 Re Information

## Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	11/06/14 07:49:24 EDT by
Polled	10/06/14 13:41:21 EDT.
Added	10/06/14 13:41:21 EDT by
Batched	11/06/14 07:31:10 EDT
Posted	13/06/14 20:00:10 EDT
Elapsed Time	In 00:00:00 out 17:49:49
Total Time in Contact	00:00:0

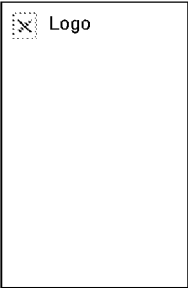
Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084106

Church & Dwight v. SPD  
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JA6158



## 001646313A Contact Details

Primary contact received by Telephone on 11/06/14 Closed on Call processed 12/06/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001646313  
Lang Type: FR-FR  
Cust Type: Consumer  
Region:

### General

Report Period: 201406  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: An investigation is required

Investigation Concl.:

Location: FRANCE  
Foil Lot: CFR608/1SB

Misc Item:

Box Expiry:

Misc Date:

Kit Lot:

Escalation Level: 1

FOC: N

Product Return:

Evidence:

Occurrences:

Store

Verbatim: 2ts 1 week apart both vpg2-3, not using emu. ad: expl acc, consult gp

### Short Notes

Response: Closed on Call Batch: 95638 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

.00

CONFIDENTIAL

SPD-NY 0084107

Church & Dwight v. SPD  
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JA6159

Envelope  
Letter  
Check  
Chk Req  
Coupon

Total Value:  
0.00

Letter Custom? N Date: 12/06/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001646313A.wav	313k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
VAP	Time In Contact	11/06/14	00:01:0

Audit Log

11/06/14 5:28:11 AM - insert histdet -  
KEY VALUE: 001646313A  
NEW Received: 11/06/14 (OLD: ?)  
NEW Foil: CFR608/1SB  
NEW Esc Level: 1  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: INVESTIG

Redacted - Personally  
Identifying Information

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally
Last Changed	12/06/14 09:42:08 EDT by
Polled	11/06/14 10:27:02 EDT.
Added	11/06/14 10:27:02 EDT b
Batched	12/06/14 07:31:02 EDT
Posted	13/06/14 20:00:10 EDT
Elapsed Time	In 00:00:00 out 21:04:00
Total Time in Contact	00:00:0

Redacted -  
Personally  
Identifying  
Information



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SPD-NY 0084108

Church & Dwight v. SPD  
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JA6160

## 001646973A Contact Details

Primary contact received by Telephone on 13/06/14 Closed on Call processed 16/06/14 Follow Up Required? **N** Status:

Primary Customer

Account No: 001646973  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201406  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: User issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: MEN635/2SA  
Box Expiry:  
Kit Lot:

Misc Item:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:

Store

Verbatim: P due 28-30 May. VPG 2-3 5 JUN, P due 28-30 May. T2 today, NON EMU with both  
Ts. AD PG results, see DR. Need EMU, can get less WKs with non EMU.

### Short Notes

Response: Closed on Call Batch: 95730 Letterhead: 1

Enclosures:

Forms:

Checks:

Instruction

.00

Label

Envelope

.00

Letter

Check

Chk Req

Coupon

Total Value:

0.00

Letter Custom? N Date: 16/06/14

CONFIDENTIAL

SPD-NY 0084109

Church & Dwight v. SPD  
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JA6161

Attachments

File Name	Size	Description
001646973A.wav	373k	

Times

User	Description	State Date/Time	Elapsed Time
HZK	Time In Contact	13/06/14	00:05:2

Audit Log

13/06/14 6:01:25 AM - insert histdet  
KEY VALUE: 001646973A  
NEW Received: 13/06/14 (OLD: ?)  
NEW Foil: MEN635/2SA  
NEW Esc Level: 1  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: USER

Redacted - Personally Identifying Information

Redacted - Personally

Redacted - Personally  
Identifying Information

Redacted - Personally

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

16/06/14 09:26:28 EDT by  
13/06/14 10:55:58 EDT.  
13/06/14 10:55:58 EDT by  
16/06/14 07:30:49 EDT  
20/06/14 21:00:00 GMT  
In 00:00:00 out 20:34:51  
00:00:0

Redacted - Personally  
Identifying Information

Logo

001647053A Contact Details

Primarycontact received by Web Formon 14/06/14 *Online Enquiry Completed* processed 16/06/14  
Follow Up Required? *N* Status: *Complaint Complete*  
Primary Customer

Account No:	001647053
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

CONFIDENTIAL

SPD-NY 0084110

Church & Dwight v. SPD  
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**General**

Report Period: 201406 Source: TV Advert  
Severity: Priority: 0

**Primary Issue**

Product: Clearblue Digital PT- Conception Indicato Product Age (m): 1  
Item/UPC: Pkg Code:  
Occurred:  
Subject: Conflicts with dr dates, test or dates Conclusion: Track issue  
Investigation Concl.:  
Location: UNITED KINGDOM  
Foil Lot: MEN635/6SA Misc Item:  
Box Expiry: Misc Date:  
Kit Lot: Escalation Level: 1  
FOC: N  
Product Return:  
Occurrences:  
Evidence:  
Store  
Verbatim: CN should be nearly 6 weeks pregnant but is still getting 2-3 weeks on test. Had two miscarriages. AD test cannot be used to track pregnancy. Only 92% accurate, if any concerns contact DR.

**Short Notes****General Notes**

[14/06/2014 10:35:00 Email Import] Going on my Imp I should be nearly 6 weeks pregnant. I'm still only getting 2-3 weeks on the conception indicator. I've had two previous miscarriages so I'm a bit of a worrier. How often does this happen with these tests? I used the clearblue ovulation tests so I know when I ovulated and I'm definitely more than 5 weeks along!

Response: Online Enquiry Completed Batch: 95715 Letterhead: 13

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

Letter Online Enquiry - Response from advisor Custom? Y Date: 16/06/14

Dear Mrs [Redacted - Personally Identifying Information]

Thank you for your Clearblue online enquiry: 001647053A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

CONFIDENTIAL

SPD-NY 0084111

Church & Dwight v. SPD  
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JA6163

The Conception Indicator part of the test is 92% accurate at detecting when you conceived if you are using the early morning urine. This estimate is based on the level of hCG in your urine. As the level of hCG varies from woman to woman it is possible that the Conception Indicator may occasionally give misleading results.

Please be advised that the Clearblue Pregnancy Test with Conception Indicator can not be used to monitor the progression of pregnancy. If you have any further questions or concerns regarding your pregnancy please discuss this further with your doctor or midwife.

\*\*\*\*\*

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001647053A

Clearblue Team

W\_CBP\_UK/cl  
001647053A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

#### Times

User	Description	State Date/Time	Elapsed Time
JXV	Time In Contact	16/06/14	00:03:3

#### Audit Log

14/06/14 5:35:00 AM - insert histdet - webspeed (webspeed)

KEY VALUE: 001647053A

NEW Received: 06/14/14 (OLD: ?)

NEW Foil: MEN635/6SA

NEW Esc Level: 0

NEW Report Period: 201406

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: WP

NEW Subject: WEBENQ

NEW Conclusion: ASSIGN

NEW User Id: W\_CBP\_UK

Redacted - Personally Identifying Information

16/06/14 2:07:19 AM - update histdet

KEY VALUE: 001647053A

Redacted - Personally Identifying Information

CONFIDENTIAL

SPD-NY 0084112

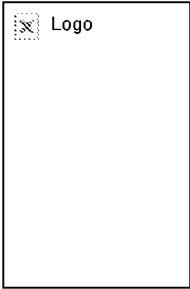
Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6164



16/06/14 2:10:53 AM - update histdet	Redacted - Personally Identifying Information
KEY VALUE: 001647053A	
NEW Esc Level: 1 (OLD: 0)	
NEW Days: 1 (OLD: 0)	
NEW Response Type: WC (OLD: WP)	
NEW Subject: CONFLCI (OLD: WEBENQ)	
NEW Conclusion: TRACK (OLD: ASSIGN)	
Redacted - Personally Identifying Information	sonally Identifying

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	
Last Changed	
Polled	14/06/14 10:35:00 EDT.
Added	14/06/14 10:35:00 by
Batched	16/06/14 07:11:13 EDT
Posted	20/06/14 21:00:00 GMT
Elapsed Time	In 05:00:00 out 15:36:13
Total Time in Contact	00:00:0



001647975A Contact Details

Primarycontact received by Web Formon 18/06/14 *Online Enquiry Completed* processed 18/06/14  
Follow Up Required? *N* Status: *Complaint Complete*  
Primary Customer

Account No:	001647975
Lang Type:	EN-GB
Cust Type:	Consumer
Region:	

General			
Report Period:	201406	Source:	TV Advert
Severity		Priority:	0

Primary Issue		
Product:	Clearblue Digital PT- Conception Indicato	Product Age (m): 1
Item/UPC:		

CONFIDENTIAL

SPD-NY 0084113

Subject:	Conflicts with dr dates, test or dates	Pkg Code: Occurred: Conclusion:	Track issue
Location:	UNITED KINGDOM	Investigation Concl.:	
Foil Lot:	NOLOT	Misc Item:	
Box Expiry:		Misc Date:	
Kit Lot:		Escalation Level:	1
		FOC:	N
		Product Return:	
Evidence:		Occurrences:	
Store			
Verbatim:	Been 2-3 weeks for last 3 weeks, concerned pregnancy is not progressing as is 7 weeks pregnant. AD cannot be used to monitor pregnancy. Contact DR if concerned.		

**Short Notes****General Notes**

[18/06/2014 08:35:00 Email Import] The digital test has told me I am 2-3 weeks pregnant for the last three weeks so I am concerned about why it is not going up to 3+. I am 7 weeks pregnant so it should be higher. Is this something to be worried about - could it be a sign that the pregnancy is not progressing?

**Response: Online Enquiry Completed Batch: 95847 Letterhead: 13**

<u>Enclosures:</u>	<u>Forms:</u>	<u>Checks:</u>
	Instruction	.00
	Label	
	Envelope	.00
	Letter 1	
	Check	
	Chk Req	Total Value:
	Coupon	0.00

**Letter Online Enquiry - Response from advisor Custom? Y Date: 18/06/14**

Dear Mrs [Redacted -  
Personally  
Identifying]

Thank you for your Clearblue online enquiry: 001647975A

We hope that you find the following useful. One of our Advisors has based their response upon the information that you have provided:

The Conception Indicator part of the test is 92% accurate at detecting when you conceived provided that you have used the early morning urine. This estimate is based on the level of hCG in your urine. As the level of hCG varies from woman to woman it is possible that the Conception Indicator may occasionally give misleading results. The Conception Indicator may also give misleading results if you are more than 6 weeks pregnant as the levels of hCG may be too high for the Indicator to provide an accurate estimate.

Please be advised that the Clearblue Pregnancy Test with Conception Indicator can not be used to monitor the progression of pregnancy. If you have any further questions or concerns regarding your pregnancy please discuss this further with your doctor or midwife.

\*\*\*\*\*

CONFIDENTIAL

SPD-NY 0084114

Church & Dwight v. SPD  
14-CV-585 (AJN)  
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JA6166

If you would like any further information the Clearblue team is available to answer your questions and give you confidential advice by telephone between 7am - 3pm Mon-Fri, excluding Bank Holidays.

Redacted - Personally Identifying Information

Calls are free and recorded for training and quality purposes.

If you contact us again please be ready to quote your enquiry reference number: 001647975A

Clearblue Team

W\_CBP\_UK/cl  
001647975A

This response is based on the information that you have provided to us and is for your information only. It does not constitute medical advice and you should see your doctor immediately if you are at all concerned.

Times			
User	Description	State Date/Time	Elapsed Time
JXV	Time In Contact	18/06/14	00:04:3

Audit Log  
18/06/14 3:35:00 AM - insert histdet - webspeed (webspeed)  
KEY VALUE: 001647975A  
NEW Received: 06/18/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 0  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: WP  
NEW Subject: WEBENQ  
NEW Conclusion: ASSIGN

Redacted - Personally Identifying

18/06/14 5:01:48 AM - update histdet  
KEY VALUE: 001647975A

Redacted - Personally Identifying Information

Redacted - Personally Identifying Information

18/06/14 5:06:27 AM - update histdet  
KEY VALUE: 001647975A  
NEW Esc Level: 1 (OLD: 0)  
NEW Days: 1 (OLD: 0)  
NEW Response Type: WC (OLD: WP)  
NEW Subject: CONFLCI (OLD: WEBENQ)  
NEW Conclusion: TRACK (OLD: ASSIGN)

Redacted - Personally Identifying Information

18/06/14 5:06:27 AM - update histresp  
KEY VALUE: 001647975A

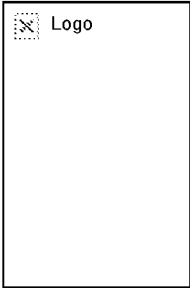
Redacted - Personally Identifying Information  
Identifying Information

CONFIDENTIAL

SPD-NY 0084115

Redacted - Personally Identifying Information

Owner/Dates/Times	Redacted - Personally Identifying Information
Current Owner	
Last Changed	
Polled	18/06/14 08:35:00 EDT.
Added	18/06/14 08:35:00 by
Batched	18/06/14 10:07:12 EDT
Posted	20/06/14 21:00:00 GMT
Elapsed Time	In 05:00:00 out 20:32:12
Total Time in Contact	00:00:0



001649360A Contact Details

Primarycontact received by Telephoneon 23/06/14 Closed on Call processed 02/07/14 Follow Up  
Required? N Status:Complaint Complete  
Primary Customer

Account No: NA00636043  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

General

Report Period: 201406  
Severity Source: 0  
Priority:

Primary Issue

Product:	Clearblue Digital PT- Conception Indicato	Product Age (m):
Item/UPC:	Clearblue Digital Pregnancy Test with weeks	Pkg Code:
Subject:	Conflicts with dr dates, test or dates	Occurred:
		Conclusion: User issue
		Investigation Concl.: OTHER
Location:	USA	Misc Item:
Foil Lot:	NOLOT	Misc Date:
Box Expiry:		Escalation Level: 1
Kit Lot:	NONE	FOC: 1
		Product Return:

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SPD-NY 0084116

Evidence:Occurrences:

Store

Verbatim:SFDC Trend Code: 3168 Customer got a pregnant result of 2-3 weeks. She tested a week later and it still said 2-3 weeks. She expected to see 3+.

Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1

Enclosures:

Forms:

Instruction

Label

Envelope

Letter

Check

Chk Req

Coupon

Checks:

.00

.00

Total Value:

0.00

Letter Custom? N Date:

Audit Log

25/06/14 2:38:17 AM - insert histdet -

KEY VALUE: 001649360A

NEW Received: 06/23/14 (OLD: ?)

NEW Foil: NOLOT

NEW Other: NONE

NEW Kit: NONE

NEW Esc Level: 1

NEW Report Period: 201406

NEW Product: CBDP09

NEW Qty: 1 (OLD: 0)

NEW Response Type: P

NEW ST: QC

NEW Subject: CONFLCI

NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

02/07/14 2:38:03 AM - update histdet - North American Upload user (NAA)

KEY VALUE: 001649360A

NEW Investigation: OTHER

NEW Response Type: NR (OLD: P)

NEW ST: CP (OLD: QC)

NEW Conclusion: USER (OLD: PRECONCL)

Owner/Dates/Times

Current Owner

Last Changed

Polled

Added

Batched

Redacted - Personally Identifying Information

02/07/14

Posted 02/07/14  
Elapsed Time In out  
Total Time in Contact



## 001649902A Contact Details

Primary contact received by Telephone on 27/06/14 Closed on Call processed 30/06/14 Follow Up  
Required? **N** Status:

Primary Customer

Account No: 001649902  
Lang Type: EN-GB  
Cust Type: Consumer  
Region:

### General

Report Period: 201406  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato

Product Age (m):

Item/UPC:

Pkg Code:

Subject: Conflicts with dr dates, test or  
dates

Occurred:

Conclusion: Track issue

Investigation Concl.:

Location: UNITED KINGDOM  
Foil Lot: NOLOT

Misc Item:

Box Expiry:  
Kit Lot:

Misc Date:

Escalation Level: 1

FOC: N

Product Return:

Occurrences:

Evidence:  
Store

Verbatim: took t on sat 2-3 weeks, took t today 2-3 week, had sex about 3 1/2 weeks ago,  
should it be 3+? AD: explained 92% acc, see dr but no need to be concerned,

### Short Notes

Response: Closed on Call Batch: 96137 Letterhead: 1

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SPD-NY 0084118

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JA6170

Enclosures:

Forms:

Checks:

Instruction  
Label  
Envelope  
Letter  
Check  
Chk Req  
Coupon

.00  
  
.00  
  
  
  
Total Value:  
0.00

Letter Custom? N Date: 30/06/14

Attachments

<u>File Name</u>	<u>Size</u>	<u>Description</u>
001649902A.wav	456k	

Times

<u>User</u>	<u>Description</u>	<u>State Date/Time</u>	<u>Elapsed Time</u>
Redacted - Personally	Time In Contact	27/06/14	00:01:3

Audit Log

27/06/14 2:13:38 AM - insert histdet  
KEY VALUE: 001649902A  
NEW Received: 27/06/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Esc Level: 1  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: NR  
NEW Subject: CONFLCI  
NEW Conclusion: TRACK

Redacted - Personally Identifying  
Information

Redacted - Personally  
Identifying Information

Owner/Dates/Times

Current Owner	Redacted - Personally Identifying Information
Last Changed	
Polled	
Added	
Batched	30/06/14 07:30:06 GMT
Posted	04/07/14 21:00:09 GMT
Elapsed Time	In 00:00:00 out 00:18:09
Total Time in Contact	00:03:1

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SPD-NY 0084119

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## 001649963A Contact Details

Primary contact received by Telephone on 26/06/14 Closed on Call processed 03/07/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00637474  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201406  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates

Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: Track issue

Investigation Concl.: NOTOBV

Location: USA  
Foil Lot: CEN626/1  
Box Expiry: 2016-07  
Kit Lot: 4060937241

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store

Verbatim: SFDC Trend Code: 3168 2 PGT, same EMU STREAM 1 T, POS 2-3, 2 T, POS 1-2.  
STREAM, UNDERWET. NOINVERT. Will send FOC. AD, time correctly.

### Short Notes

Response: Closed on Call Batch: 1 Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00

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SPD-NY 0084120

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JA6172



Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter Custom? N Date:

Audit Log

27/06/14 2:37:27 AM - insert histdet  
KEY VALUE: 001649963A  
NEW Received: 06/26/14 (OLD: ?)  
NEW Foil: CEN626/1  
NEW Other: NONE  
NEW Box Exp: 2016-07  
NEW Kit: 4060937241  
NEW Esc Level: 1  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 2 (OLD: 0)  
NEW Response Type: P  
NEW ST: CA  
NEW Subject: 2+CBCONF  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying Information

Redacted - Personally  
Identifying Information

03/07/14 2:37:31 AM - update histdet -  
KEY VALUE: 001649963A  
NEW Investigation: NOTOBV  
NEW Response Type: NR (OLD: P)  
NEW ST: CP (OLD: CA)  
NEW Subject: CONFLCI (OLD: 2+CBCONF)  
NEW Conclusion: TRACK (OLD: PRECONCL)

Redacted - Personally Identifying  
Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted  
Elapsed Time  
Total Time in Contact

Redacted - Personally Identifying  
Information

03/07/14  
03/07/14  
In out

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SPD-NY 0084121

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JA6173



## 001650343A Contact Details

Primary contact received by Social Media on 27/06/14 Closed on Call processed 02/07/14 Follow Up Required? **N** Status: **Complaint Complete**

### Primary Customer

Account No: NA00638307  
Lang Type: EN-US  
Cust Type: Consumer  
Region:

### General

Report Period: 201406  
Severity

Source:  
Priority: 0

### Primary Issue

Product: Clearblue Digital PT-  
Conception Indicato  
Item/UPC: Clearblue Digital Pregnancy  
Test with weeks  
Subject: Conflicts with dr dates, test or  
dates  
Product Age (m):  
Pkg Code:  
Occurred:  
Conclusion: User issue

Investigation Concl.: OTHER

Location: USA  
Foil Lot: NOLOT  
Box Expiry:  
Kit Lot: NONE

Misc Item:  
Misc Date:  
Escalation Level: 1  
FOC: 1  
Product Return:  
Occurrences:

Evidence:  
Store  
Verbatim:

SFDC Trend Code: 3168 Amazon comment on 6/17/2014 'I bought these so I could watch the weeks change as my hcg rises. The weeks progressed how they should until I got a 3+ weeks on a Saturday. I took another test on the following Monday using afternoon urine thinking my hcg should be high enough to still give me the 3+. Well it didn't.....it gave me 2-3 weeks and I freaked out. I have a history of miscarriage and this pregnancy has been progressing way better with beta levels well above past #s. So of course I took to the internet to find some type of explanation. Well I found I wasn't alone and found people that had experienced the same thing and had everything be ok. So I thought I'd test it out again today. So with fmu (first morning urine) I got my 3+ back. I waited a few hours after I had a little bit of water to drink and I'm now getting 2-3 weeks again. I know they say not to do this but I've

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SPD-NY 0084122

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JA6174

been breaking the tests open and comparing the lines to previous tests. It seems like  
b

Short Notes

Response: Closed on Call    Batch: 1    Letterhead: 1  
Enclosures:

<u>Forms:</u>	<u>Checks:</u>
Instruction	.00
Label	
Envelope	.00
Letter	
Check	
Chk Req	Total Value:
Coupon	0.00

Letter    Custom? N    Date:

Audit Log

30/06/14 2:37:58 AM - insert histdet  
KEY VALUE: 001650343A  
NEW Received: 06/27/14 (OLD: ?)  
NEW Foil: NOLOT  
NEW Other: NONE  
NEW Kit: NONE  
NEW Esc Level: 1  
NEW Report Period: 201406  
NEW Product: CBDP09  
NEW Qty: 1 (OLD: 0)  
NEW Response Type: P  
NEW ST: QC  
NEW Subject: CONFLCI  
NEW Conclusion: PRECONCL

Redacted - Personally Identifying  
Information

Redacted -  
Personally Identifying

02/07/14 2:38:05 AM - update histdet -  
KEY VALUE: 001650343A  
NEW Investigation: OTHER  
NEW Response Type: NR (OLD: P)  
NEW ST: CP (OLD: QC)  
NEW Conclusion: USER (OLD: PRECONCL)

Redacted - Personally Identifying Information

Owner/Dates/Times

Current Owner  
Last Changed  
Polled  
Added  
Batched  
Posted

Redacted - Personally Identifying Information

02/07/14  
02/07/14

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SPD-NY 0084123

Elapsed Time                      In    out  
Total Time in Contact

.....

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SPD-NY 0084124

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